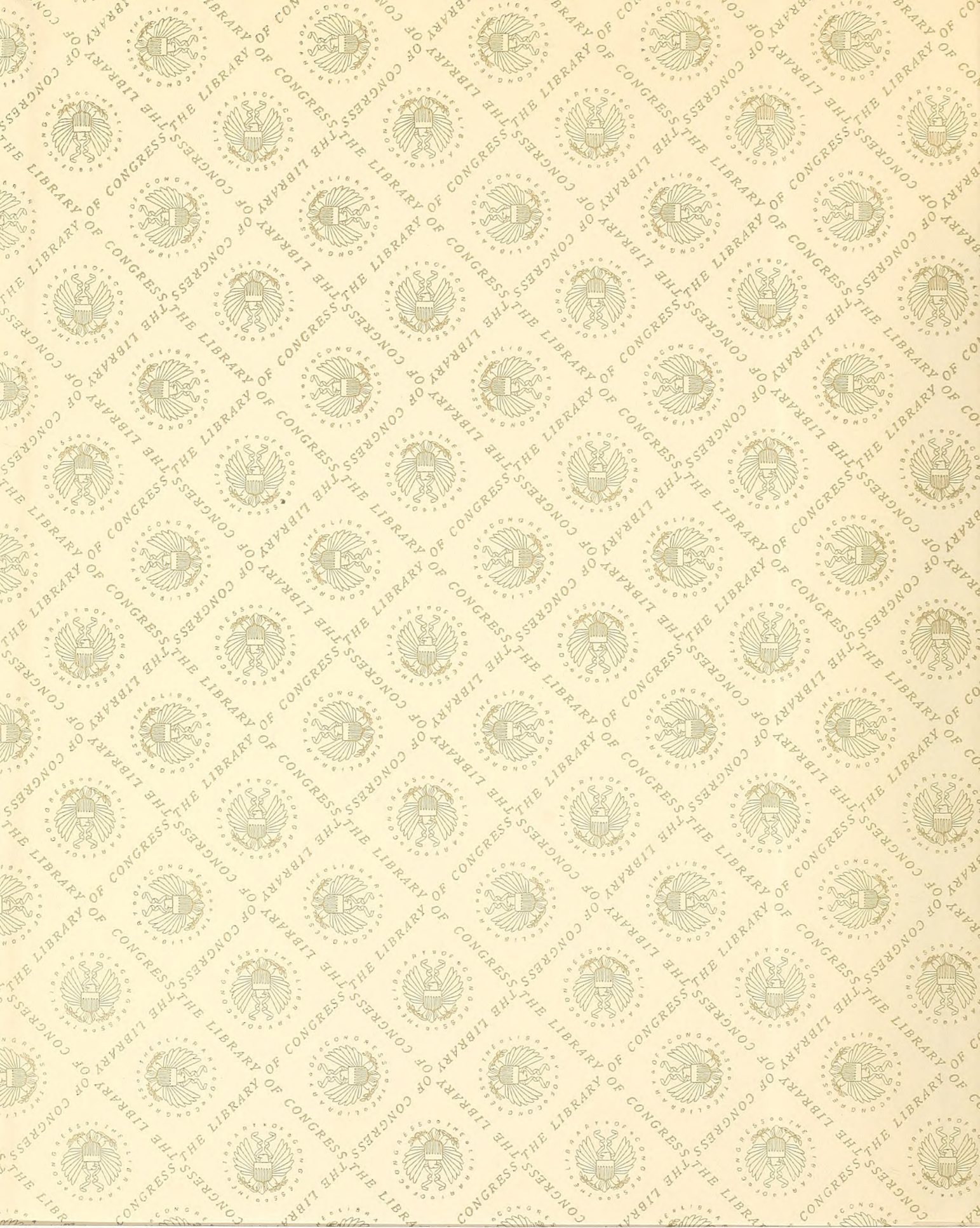


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Catalog of Copyright Entries: *Third Series*

Volume 20, Part 11B, Number 1

# Commercial Prints and Labels

January-June

1966



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Catalog of Copyright Entries

*Third Series*



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# Preface

The CATALOG OF COPYRIGHT ENTRIES is published by authority of sections 210 and 211 of Title 17 of the *United States Code*. Section 210 provides in part: "The current catalog of copyright entries and the index volumes herein provided for shall be admitted in any court as prima facie evidence of the facts stated therein as regards any copyright registration."

The *Catalog* is subdivided into parts corresponding to the classes of material listed in section 5 of Title 17 of the *United States Code*. The table at the end of this preface shows the organization of the *Catalog*, the symbols used with the registration numbers to identify the classes, and the prices of the semiannual issues.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant as given in the application for registration, the copyright date, the copyright registration number, etc.).

Information as to changes of copyright ownership is not included in the *Catalog*, but a search of the Copyright Office Assignments and Related Documents Indexes may be requested from the Register of Copyrights. A fee for the search and report will be estimated at the statutory rate of \$5 per hour.

For each registration listed, except for renewals, there has been deposited a copy or copies of the work in accordance with the provisions contained in sections 12, 13, 14, or 215 of Title 17 of the *United States Code*.

For a more complete description of the contents of this issue of the *Catalog* see p. vii.

Orders, payable in advance, for all parts of the *Catalog of Copyright Entries* should be sent to the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Orders may be placed for individual issues, as subscriptions for one or more parts, or for the complete *Catalog* at \$50 a year, and for periods of one, two, or three years. All orders should state clearly the title and the inclusive dates of the part wanted. Checks or money orders should be made payable to the Superintendent of Documents.

The Copyright Office welcomes inquiries, suggestions, and comments on the content and organization of the *Catalog*. Such communications should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington, D.C. 20540.

## Organization of Parts

Each part listed in the following table records all current registrations in the class or classes indicated by the alphabetical symbols. Renewal registrations are listed separately at the end of each related part. Some parts also contain registrations made under symbols other than those listed for the particular part, if the subject matter or type of material is similar to that generally included in the part.

The first letter of the symbol is that of the class under which registration is made. Second and third letters, if any, that follow the initial letter are added by the Copyright Office for the purpose of statistical analysis. Their significance is as follows:



- F Published foreign works. In the case of books and periodicals, it designates works manufactured outside the United States (except those registered for ad interim copyright). In all other classes to which it applies, it designates works first published outside the United States, the authors of which are neither citizens nor domiciliaries of the United States. (AF, EF)
- I Books and periodicals registered for ad interim copyright. (AI, BI)

- O Published works of foreign origin registered under the waiver-of-fee provision (section 215 of Title 17 of the *United States Code*). (BIO, GFO)
- P Published works in classes for which registration is possible for either published or unpublished works (except those for which the second letter F, explained above, is appropriate). (EP, JP)
- U Unpublished works in classes for which registration is possible for either published or unpublished works. (DU, EU)

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R Renewal registrations	

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## Introduction

PART 11B lists domestic and foreign prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in class K under the symbol KK. Works for which the copyright has been renewed are listed separately in the Renewal Registrations section.

Arrangement is alphabetical under the name of the copyright claimant. Each work is described in a main entry which includes information pertinent to the copyright claim. References lead from the names of joint claimants and authors and from variant forms of names. The copyright symbol © following the name under which the entry is listed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper unless it is necessary to record additional information from the application not included in the heading; e.g.,

FARRELL, JAMES EDWARD. ©

Bowl a word, a fascinating word game. © 20Mar66; KK193000.

FRANKONIA PRODUCTS, INC.

Rambler Classic station wagon. (License-plated model cars) © Frankonia, a.a.d.o. Frankonia Products, Inc.; 8Mar66; KK192850.

Each main entry for currently registered works includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

- 1) Title, amplified if necessary by a brief description of the pictorial content of the work, and followed by any variant title.
- 2) Names of contributors to the work.
- 3) Physical description, consisting of the number of pages or other terms descriptive of the work.
- 4) Series statement.
- 5) Special descriptive data, limited to registrations which appeared in a newspaper or periodical, giving the name and issue date of the publication, the number of the page on which the item will be found, and the place of publication, if published abroad.
- 6) Names of authors given in the application which do not appear elsewhere in the entry.
- 7) Name of the employer in the case of a work made for hire, if so named in the application.
- 8) Information contained in the application which relates to the registration of an earlier version of the work.
- 9) Brief statement of the new matter on which copyright is claimed, preceded by the abbreviation NM, if this information is given in the application and is not indicated elsewhere in the entry.
- 10) Copyright symbol ©.

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- 11) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.
- 12) Date of publication as given in the application.
- 13) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application is given first, followed by the phrase "in notice" and the data given in the work; e.g., © Richard Roe & Co.; 8Jan66 (in notice: 1965); KK192000.

For renewal registrations, the main entry includes, in addition to the claimant's name under

which it is filed, the following items of information if available and applicable:

- 1) Title.
- 2) Copyright symbol ©.
- 3) Date of original copyright.
- 4) Original registration number.
- 5) Name of the renewal claimant followed by a statement in parentheses, usually abbreviated, giving the basis of the renewal claim as supplied by the applicant, e.g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co. as proprietor.
- 6) Date of receipt of the renewal application or the fee, whichever is later.
- 7) Renewal registration number.

## Abbreviations and Symbols

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings.

a.a.d.o.	accepted alternative designation of
a.k.a.	also known as
appl.	application
©	copyright symbol
d.b.a.	doing business as
NM	new matter

p.	page, pages
(P)	proprietor of a commercial print or label
pseud.	pseudonym
pub.	published, publishing
(R)	renewal registration
rev.	revised
t.a.	trading as
v., vol., vols.	volume, volumes

## Registrations January-June 1966

Domestic published commercial prints and labels.....	3, 292
Foreign published commercial prints and labels.....	0
Total.....	3, 292
Renewals.....	78

These figures represent the number of registrations for commercial prints and labels for January-June 1966, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

# COMMERCIAL PRINTS AND LABELS

## CURRENT REGISTRATIONS

A list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Arrangement is alphabetical under the name of the copyright claimant. References from the names of joint claimants and authors and from variant forms of names are interfiled.

### A

#### A & L HOSIERY CO.

Sheer Splendor nylons. On bag.  
© Allen Higgins d.b.a. A & L  
Hosiery Co.; 23Sep64; KK191951.  
Sugar 'n Spice and everything nice;  
first quality 100% nylon. On bag.  
© Allen Higgins d.b.a. A & L  
Hosiery Co.; 9Feb66 (in notice:  
1965); KK192809.

#### A. I. CO. See AIRGUIDE INSTRUMENT CO.

#### ABBEY CARPET CO., INC. ©

Abbey decorator special, lush wall-to-wall carpet; three key areas. (In The Sacramento bee, Feb. 4, 1966, p.05) © 4Feb66; KK194005.

Abbey does it again; march into your living room piled high with lush wall-to-wall carpet. (In The Sacramento bee, Jan. 28, 1966, p.A14) © 28Jan66; KK194004.

At all 9 Abbey Carpet stores, 33,622 yds. of carpet and 2,317 rugs. (In The Sacramento bee, Mar. 11, 1966, p.A7) © 11Mar66; KK193527.

Exclusive 7th annual Mohawk carpet, free toy & gift plan. (In Stockton record, Nov. 15, 1965, p.36) © 15Nov65; KK194006.

Washington's birthday sale. (In The Sacramento bee, Feb. 21, 1966, p.B12) © 21Feb66; KK194007.

#### ABBOTT LABORATORIES. ©

Acer saccharum, tree pollinosis, time to prepare your patients. Folder. © 21Dec65; KK193170.

Allergen products; in the clinical management of allergy. 1 v. © 10Oct65; KK193165.

Ambrosia trifida; giant ragweed. Folder. © 6Oct65; KK193169.

Dose calculator for Tham-E. Card. © 22Dec65; KK193164.

Phleum pratense, prepare for seasonal grass pollen allergy now. Folder. © 21Jan66; KK193166.

Quercus rubrum, tree pollinosis, a major seasonal allergy. Folder. © 24Nov65; KK193168.

Xanthium commune; Cocklebur, a relative of ragweed. Folder. © 3Nov65; KK193167.

#### ACKERMAN, EVELYN. ©

Amy and Andy hand puppets, designed by Evelyn Ackerman. Folder. © 6Apr66; KK193874.

#### ACME APPLIANCE MANUFACTURING CO. ©

Apply bi-fold hardware 3 times faster than before! (In Wood & wood products, Aug. 1965, p.35) © 25Jul65; KK193712.

Can you identify this important detail in design? (In Automation in housing, Dec. 1965, p.2 of cover) © 15Dec65; KK193710.

New tap-in pivots and guide wheels! (In NSDJA digest, May 1965, p.38) © 15May65; KK193711.

The practical way with wardrobes today, ceiling high/wall-to-wall using the Acme sliding door unit system. Folder. © 3Dec65; KK191873.

#### ACME QUALITY PAINTS, INC. ©

Fashion-right Harmonette. 1 v. © 21Jan66; KK194275.

#### ADELTA MANUFACTURING CO., INC. ©

Pipe, duct and fittings for residential heating, cooling and ventilating systems. (Wall chart) Sheet. © 6Oct65; KK192069.

#### ADOBE MARKET. ©

Dahl's new El Adobe grand opening family market; coffee; Hills Bros. (Million, Jack Dahl, El Adobe synogram) (In Tribune/advertiser, Los Angeles, Oct. 7, 1965, p.154) © Adobe Market; 7Oct65; KK193191.

#### AERQUIP CORP. ©

High temperature hose 2803 with little gem fittings. Sheet. (Industrial engineering bulletin, IEB-100C) © 29Jul65; KK192220.

Operating instructions for the Aeroquip M-5 ratchet buckle. Sheet. (Bulletin 838) © 18Jan66; KK194806.

S-1229 hose cut-off & stripping machine. Sheet. (Aircraft engineering bulletin, AEB-113) © 28Oct65; KK192221.

#### AEROSOL CORP. OF AMERICA.

Crazy Foam, the toy that cleans; net wt. 6 oz. Diver. On can.

© Aerosol Corp. of America, a subsidiary of Shulton, Inc.; 30Nov65; KK192385.

Crazy Foam, the toy that cleans; net wt. 6 oz. Fish. On can. © Aerosol Corp. of America, a subsidiary of Shulton, Inc.; 30Nov65; KK192386.

#### AETNA LIFE INSURANCE CO. ©

How many people in each stockholder's chair? 1 v. NM: additions & revisions. © 21Mar66; KK193600.

#### AFFILIATED DISTILLERS BRANDS CORP. ©

Easy to pour, easy to sell, new half-gallons by Schenley. (In Club executive magazine, Feb. 1966, p.23) © 1Feb66; KK194732.

Meet the pleasers; I. W. Harper Kentucky straight bourbon whiskey. (In Sales meetings, Nov. 19, 1965, p.23) © 19Nov65; KK194431.

Meet the Schenley holiday pleasers; I. W. Harper. (In Army times, Dec. 8, 1965, p.8) © 8Dec65; KK193622.

Schenley's idea swapper contest, easy to win. (In Hotel bulletin, Oct. 1965, p.2-3) © 10Oct65; KK192079.

Schenley's idea swapper contest, easy to win; how a double feature brings in the late show crowd. (In Hotel bulletin, Dec. 1965, p.2-3) © 1Dec65; KK194291.

Schenley's idea swapper contest, easy to win; how measuring a drink calls attention to the bar; Old Charter. (In Hotel bulletin, Nov. 1965, p.2-3) © 1Nov65; KK192172.

Schenley's idea swapper contest, easy to win; I. W. Harper. (In Hotel bulletin, Feb. 1966, p.2-3) © 1Feb66; KK194733.

#### AIR DEVICES, INC. ©

Agitair Perfair square & rectangular diffusers; type PSA. Folder. Appl. author: George J. Sweeney. NM: revision. © 27Oct65; KK193499.

Agitair type LD decoraire extruded aluminum grilles. Folder. Appl. author: George J. Sweeney. NM: additions & revisions. © 7Dec65; KK192936.



- AIR RADIO CORP. ELECTROSONICS. See ELECTROSONICS.
- AIRGUIDE INSTRUMENT CO. © Christmas forecast, warm welcome; Airguide weather instruments are a pleasure to give. (In House beautiful, Nov. 1965, p.317) Appl. author: Frank C. Nahser, Inc. NM: additions. © 19Oct65; KK192247.
- See all new line Airguide marine instruments booths 518, 519. (In Boating trade show daily, Oct. 7, 1965, p.50) Appl. author: Frank C. Nahser, Inc. © 7Oct65; KK192245.
- What you see is only half the story; pleasure craft compasses. (In Motor boating, Jan. 1966, p.248) Appl. author: Frank C. Nahser, Inc. © A. I. Co. a.a.d.o. Airguide Instrument Co.; 1Jan66; KK192382.
- Your business forecast, increasing sales; handsomely styled, practical Airguide weather instruments. (In Sales management, Sept. 10, 1965, p.72) Appl. author: Frank C. Nahser, Inc. NM: additions. © 1Sep65; KK192246.
- ALAMO ELECTRONICS CORP. © Fas-Touch, Alamo electric guitars. Card. Appl. author: C. Eilenberg. © 4Apr66; KK194600.
- ALBERTO-CULVER CO. © Does the hair color you use cover the stubbornest grey; New Dawn. (In McCall's, May 1966, p.27) Appl. author: J. Walter Thompson Co. © 19Apr66; KK194554.
- Never, never, never available anywhere else but at professional salons; Strictly Professional hair-dressing & conditioner. (In Modern beauty shop, Mar. 1966, p.180-181) Appl. author: J. Walter Thompson Co. © 25Feb66; KK193378.
- Never, never, never available anywhere else but at professional salons; Strictly Professional setting lotion. (In American hairdresser, Apr. 1966, p.48-49) Appl. author: J. Walter Thompson Co. © 25Mar66; KK194641.
- Sound suggestions, tune in on more certain patron satisfaction with Alberto V05 permanent wave. (In American hairdresser, May 1966, p.17) Appl. author: J. Walter Thompson Co. © 25Apr66; KK194642.
- Try it free; New Dawn holding hair spray. (In TV guide, Feb. 12-18, 1966, p.2-3) Appl. author: J. Walter Thompson Co. © 9Feb66; KK192957.
- Who was first with an easy to do salon hair color; Professional hair color. (In American hairdresser, June 1966, p.75) Appl. author: J. Walter Thompson Co. © 25May66; KK195080.
- ALCAN ALUMINUM CORP. FLEXALUM DIVISION. © Are you in, in suburbia? Flexalum Twi-Nighter venetian blinds. Folder. © 15Feb66; KK194804.
- New or remodeled homes look neater, stay younger with Flexalum lok-on aluminum siding. 7 sheets. © 15Mar66; KK194805.
- Through the looking glass ... Flexalum Twi-Nighter aluminum venetian blinds. Folder. © 1Feb66; KK194802.
- Whose side are you on? A refreshing new look or classic beauty with Flexalum double-4 aluminum siding? Folder. © 10Apr66; KK194801.
- Your key to color, Flexalum and Twi-Nighter venetian blind tapes. Folder. © 1Feb66 (in notice: 1965); KK194803.
- Your key to venetian blind color; Flexalum slat and tape selector. Folder. © 15Feb66; KK194800.
- ALCONOX, INC. © Dip 'n Dri, the condition bacteriostatic detergent; net weight 2 oz. [Packet] © 20May66; KK194906.
- Dip 'n Dri, the conditioned bacteriostatic detergent; net weight 3 lbs. On wrapper. © 17May66; KK194907.
- Safe and effective with bacteriostatic action; Dip 'n Dri. Sheet. © 20May66; KK194905.
- ALDEN'S, INC. © Multi-purpose automatic hi-fi phono. Sheet. © 3Jan66; KK193754.
- ALLEN ELECTRONICS, INC. © America's smallest, most compact thermo electric water cooler; model Venus 810. Sheet. Appl. author: William C. Christine. © 1Mar65; KK193534.
- Deluxe unit dispenses 50 hot drinks in seconds, model #50 jumbo snack bar. Sheet. Appl. author: William C. Christine. © 1Mar65; KK194389.
- Designed with the small traffic areas in mind; lowest price, six selection vendor available; model 102. Sheet. Appl. author: William C. Christine. © 1Mar65; KK194386.
- Everyone loves a coffee break, but why settle for coffee alone ... right in your office or home in less than 30 seconds; Sav-Ree-Pak instant beverages. Sheet. Appl. author: William C. Christine. © 1Mar65; KK194387.
- A fabulous dealer loader used successfully by companies all over America; instant snack bar. Sheet. Appl. author: William C. Christine. © 15Dec65; KK193821.
- The giant of the industry; series 5M food packaging machine. Folder. Appl. author: William C. Christine. © 15Dec65; KK193822.
- Hot and cold drink packet vendors, handsomely styled units create their own traffic wherever they are placed; Sav-ree-pak. Sheet. Appl. author: William C. Christine. © 1Mar65; KK194390.
- Now, hot beverages anywhere, any time with pocket sized Snakit; Sav-ree-pak; model 203. Sheet. Appl. author: William C. Christine. © 1Mar65; KK194391.
- Sav-Ree-Pak, anytime, anywhere refreshment; just add water. Sheet. Appl. author: William C. Christine. © 1Mar65; KK194388.
- Snack bar kit; Snak-Bar. Sheet. Appl. author: William C. Christine. © 1Mar65; KK194385.
- Space age marvel, sleek, most compact thermo electric water cooler with bottle capacity up to 5 gallons; model Jupiter 580. Sheet. Appl. author: William C. Christine. © 1Mar65; KK193535.
- Year 'round fast turnover means bigger profits for you with Sav-Ree-Pak; Sav-Ree-Pak instant drink mix. Sheet. Appl. author: William C. Christine. © 15Dec65; KK193823.
- ALLEN ORGAN CO. © Do us a favor, turn your back on Allen. (In The American organist, May 1966, p.11) Appl. author: N. W. Ayer & Son, Inc. © 1May66; KK194875.
- In Switzerland, a new church and an old church both chose the timeless sound of Allen. (In The American organist, Apr. 1966, p.9) Appl. author: N. W. Ayer & Son, Inc. © 1Apr66; KK194872.
- ALMAY. Almay creates the softer, gentler blush make-up, Hush Blush. (In Seventeen, Mar. 1966, p.105) Appl. author: Hicke & Greist, Inc. © Almay, division of corporate Scheffelin & Co.; 28Feb66; KK192997.
- ALMAY, SCHEIFFELIN & CO. See ALMAY.
- ALTNOW, GEORGE GUSTAV. Pacific Wire-Grams. See PACIFIC WIRE WORKS CO.
- ALUMINUM ASSN. © Aluminum boats are built to take trouble; marine aluminum. (In Motor boating, Feb. 1966, p.17) Appl. author: Foote, Cone & Belding. © 18Feb66; KK193003.
- I cooked my first pot roast in an aluminum pot. (In The Bride's magazine, Apr.-May 1966, p.50) Appl. author: Foote, Cone & Belding. © 18Mar66; KK194726.
- If the Dutchman had been aluminum, she might still be flying; marine aluminum. (In Popular boating, Jan. 1966, p.257) Appl. author: Foote, Cone & Belding. © 24Dec65.
- Look what happens when you put up aluminum siding, nothing. (In American home, May 1966, p.86) Appl. author: Foote, Cone & Belding. © 19Apr66; KK194717.
- They're stocking the lakes with something better this year. [Docked boats] (In Motor boating, Jan. 1966, p.285) Appl. author: Foote, Cone & Belding. © 1Jan66; KK192901.
- Want to forget about warping, rusting and rotting, remember aluminum siding. (In American home, Apr. 1966, p.76) Appl. author: Foote, Cone & Belding. © 22Mar66; KK194716.
- AMERICAN BAKERIES CO. © If you can't tell the difference in Taystee, we'll give you your money back! (In Astory Park evening press, Feb. 2, 1966, p.20) Appl. author: J. Walter Thompson Co. © 2Feb66; KK192958.
- Merita giant enriches kids. Poster. Appl. author: J. Walter Thompson Co. © 1Apr66; KK194019.
- New-fashioned Taystee is here; Taystee giant thir sliced. (In The Dallas morning news, Mar. 17, 1966, p.16E) Appl. author: J. Walter Thompson Co. © 17Mar66; KK193879.
- New from Taystee; Big-T. (In The Commercial appeal, Memphis, Mar. 31, 1966, p.56) Appl. author: J. Walter Thompson Co. © 31Mar66; KK194899.
- One of the good things in Florence, S. C., all-American city of 1966; Merita Giant. (In Florence morning news, Apr. 29, 1966, p.9-A) Appl. author: J. Walter Thompson Co. © 29Apr66; KK194547.
- The only bread in Ft. Lauderdale used in the Publix Cooking School; Merita. (In News, Fort Lauderdale, Fla., May 2, 1966, p.20C) Appl. author: J. Walter Thompson Co. © 2May66; KK194901.
- Taystee bread enriches kids, just 1 slice has as much protein as a strip of bacon. (In Akron beacon journal, Jan. 26, 1966, p.B 10) Appl. author: J. Walter Thompson Co. © 26Jan66; KK193098.
- Taystee bread enriches kids, just 1 slice has far more niacin and iron. (In Beacon journal, Akron, Ohio, Jan. 19, 1966, p.C11) Appl. author: J. Walter Thompson Co. © American Bakeries Co. (in notice: American Bakeries); 19Jan66; KK192623.
- Taystee bread enriches kids, just 1 slice has more B vitamins than 2 boiled eggs. (In Beacon journal, Akron, Ohio, Jan. 12, 1966, p.C8) Appl. author: J. Walter Thompson Co. © 12Jan66; KK192622.



- Taystee fun time, the bread with puzzles, riddles and jokes on the bottom of every bag. (In The Nashville Tennessean, Mar. 31, 1966, p.18) Appl. author: J. Walter Thompson Co. © 31Mar66; KK194583.
- Taystee giant enriches kids. Poster. Appl. author: J. Walter Thompson Co. © 1Mar66; KK194020.
- There's no other white bread like Taystee, and you can prove it. (In Asbury Park evening press, Mar. 2, 1966) Appl. author: J. Walter Thompson Co. © 2Mar66; KK193752.
- Thousands have discovered there is a difference in white breads; Taystee. (In Asbury Park evening press, Feb. 16, 1966, p.20) Appl. author: J. Walter Thompson Co. © 16Feb66; KK193751.
- We'll bet you can tell the difference between Taystee and other white breads! (In Asbury Park evening press, Jan. 19, 1966, p.20) Appl. author: J. Walter Thompson Co. © 19Jan66; KK192621.
- What does Taystee white bread have that others don't? (In Asbury Park evening press, Mar. 16, 1966, p.3) Appl. author: J. Walter Thompson Co. © 16Mar66; KK194548.
- When New Yorkers buy 25 million slices of Taystee Bread a week, there must be a difference. (In Asbury Park evening press, Jan. 5, 1966, p.20) Appl. author: J. Walter Thompson Co. © 5Jan66; KK192378.
- AMERICAN CAN CO. ©
- Dixie cups and plates are a party from beginning to end. (In Family circle, Nov. 1965, p.37) Appl. author: Hicks & Greist, Inc. © 19Oct65; KK192517.
- You can't rinse germs off a bathroom glass; 100 bathroom Dixie cups. (In The Reader's digest, Mar. 1966, p.226) Appl. author: Hicks & Greist, Inc. © 25Feb66; KK192996.
- AMERICAN CAN CO. DIXIE CUP DIVISION.
- Creamed cottage cheese, chive. On cup. © American Can Co., Dixie Products (in notice: American Can Co.); 17Dec65; KK191856.
- Creamed cottage cheese, fruit salad. On cup. © American Can Co., Dixie Products (in notice: American Can Co.); 17Dec65; KK191859.
- Creamed cottage cheese, garden salad. On cup. © American Can Co., Dixie Products (in notice: American Can Co.); 17Dec65; KK191858.
- Creamed cottage cheese, large curd; no.5862. On cup. © 10May66; KK194377.
- Creamed cottage cheese, pineapple. On cup. © American Can Co., Dixie Products (in notice: American Can Co.); 17Dec65; KK191857.
- AMERICAN CYNAMID CO. HOUSEHOLD PRODUCTS DEPT. ©
- New, improved Copper Glo; net weight 10 ounces. Sticker. © 24Feb66; KK193968.
- AMERICAN GAS ASSN., INC. ©
- 1816-1966, gas 150th anniversary. (In The New York times, June 28, 1965, p.45) Appl. author: Bozell & Jacobs, Inc. © 28Jun65; KK193006.
- How to keep all your delicate fabrics beautifully in shape, stop-n-dry them in this gas dryer by Norge. (In Ladies' home journal, Nov. 1965, p.167) © 26Oct65; KK193081.
- AMERICAN HEALTH CREDIT PLAN, INC.
- A service for you and your patients. 1 v. NM: additions & revisions. © 2Sep65; KK193012.
- AMERICAN HONDA MOTOR CO., INC. ©
- Always room for one more, Hondas fit in almost anywhere. (In Time, Mar. 13, 1964) Appl. author: Grey Advertising, Inc. © 10Mar64; KK192022.
- Big wheel; how could it be anything else. (In Playboy, Nov. 1965, p.73) Appl. author: Grey Advertising, Inc. © 14Oct65; KK191990.
- Can you handle the popularity? (In Playboy, Oct. 1965, p.5) Appl. author: Grey Advertising, Inc. © 14Sep65; KK192213.
- Did you ever see a dream running? (In Cycle world, Mar. 1965, p.96) Appl. author: Grey Advertising, Inc. © 18Feb65; KK192015.
- Get a head start. (In Cycle, Jan. 1966, p.2 of cover) Appl. author: Grey Advertising, Inc. © 15Dec65 (in notice: 1966); KK193911.
- Get closer with a Honda. (In The Tiger rag, Memphis State University, Memphis, Mar. 29, 1966, p.4) Appl. author: Grey Advertising, Inc. © 29Mar66; KK193877.
- Get closer with a Honda, go to class in style. (In The Kentucky kernel, Apr. 13, 1966, p.7) Appl. author: Grey Advertising, Inc. © 13Apr66; KK194127.
- Hot new one from Honda, the Sport 65. (In Cycle world, May 1965, p.112) Appl. author: Grey Advertising, Inc. © 22Apr65; KK192019.
- How can you pass up a Honda? (Record store) (In Life, Apr. 9, 1965) Appl. author: Grey Advertising, Inc. © 5Apr65; KK193925.
- If you own a Honda, get acquainted with ... Hondamatic service. (In Cycle, Mar. 1966, p.86) Appl. author: Grey Advertising, Inc. © 16Feb66; KK193908.
- Look again, it's a 90; introducing a new performer, the Honda 90, an extra power bike. (In Cycle, Apr. 1966, p.2 of cover) Appl. author: Grey Advertising, Inc. © 16Mar66; KK193909.
- Meet Honda's no.1 lab technician. [Endorsed by Jim Redman] (In Cycle, Feb. 1966, p.2 of cover) Appl. author: Grey Advertising, Inc. © 17Jan66; KK193907.
- Mr. Howard J. Bomze, of Lynbrook, Long Island sent in this wintry picture. (In Sports afield, Mar. 1964, p.7) Appl. author: Grey Advertising, Inc. © 25Feb64 (in notice: 1963); KK192016.
- Mr. William H. Tilley uses his Honda Trail 90. (William Tilley Trail ad) (In Farm journal, Mar. 1965, p.62A) Appl. author: Grey Advertising, Inc. © 19Feb65; KK192026.
- The new Honda CB450; 43 bhp from 444cc. (In Car and driver, Oct. 1965, p.52-53) Appl. author: Grey Advertising, Inc. © 14Sep65; KK191993.
- The new Honda CB450; the newest model in the line. (In Cycle world, Nov. 1965, p.108) Appl. author: Grey Advertising, Inc. © 18Oct65; KK191992.
- Nobody can deny Hondas have caught on. (Theater scene) (In Life, May 14, 1965) Appl. author: Grey Advertising, Inc. © 10May65; KK192028.
- Now, a 160cc Scrambler from Honda. (In Cycle, May 1966, p.2 of cover) Appl. author: Grey Advertising, Inc. © 13Apr66; KK193910.
- On things that count, Honda is in there. (School scene) (In Life, Apr. 23, 1965) Appl. author: Grey Advertising, Inc. © 19Apr65; KK192030.
- Once you let 'em on, you can't get 'em off. (In Playboy, Dec. 1965, p.45) Appl. author: Grey Advertising, Inc. © 18Nov65; KK191991.
- Parks anywhere; a Honda is a slim 24" at the widest point. (In Roosevelt torch, Mar. 30, 1965, p.12) Appl. author: Grey Advertising, Inc. © 30Mar65; KK191997.
- Parks anywhere; a Honda needs a mere 3' x 6' space. (In Massachusetts collegian, Apr. 8, 1965, p.8) Appl. author: Grey Advertising, Inc. © 8Apr65; KK191996.
- Parks anywhere; you can stand on your head looking for a place to park on most campuses. (In Syracuse daily orange, Apr. 4, 1965, p.4) Appl. author: Grey Advertising, Inc. © 4Apr65; KK193924.
- The price is only half the story. (Price drop) (In Life, Jan. 18, 1965) Appl. author: Grey Advertising, Inc. © 18Jan65; KK192029.
- Ride right up to class. (In Time, college ed., Mar. 20, 1964, p.5) Appl. author: Grey Advertising, Inc. © 16Nov64; KK193923.
- Ride right up to class, in some schools you can. (In Time, Oct. 23, 1964, p.5T10) Appl. author: Grey Advertising, Inc. © 20Oct64; KK192023.
- Scrammer; Honda CL-72. (In Cycle world, May 1964, p.76) Appl. author: Grey Advertising, Inc. © 17Apr64; KK192020.
- She's loaded; Trail 90. (In Playboy, Nov. 1964, p.9) Appl. author: Grey Advertising, Inc. © 15Oct64; KK192025.
- Some like 'em hot; Super 90. (In Cycle world, Jan. 1965, p.84) Appl. author: Grey Advertising, Inc. © 17Dec64 (in notice: 1965); KK192018.
- Some people have all the fun. [Exterior views of antique shop] (In Life, Apr. 29, 1966, p.43) Appl. author: Grey Advertising, Inc. © 25Apr66; KK194342.
- Some people have all the fun. Guitar. (In Life, Apr. 8, 1966, p.45) Appl. author: Grey Advertising, Inc. © 4Apr66; KK194028.
- Some tootin', she likes to blow her own horn. (In Playboy, Apr. 1964, p.14) Appl. author: Grey Advertising, Inc. © 19Mar64; KK192017.
- Ted Cavagnaro of St. Louis, Missouri, is an avid deer hunter. (In Farm journal, Apr. 1965, p.13) Appl. author: Grey Advertising, Inc. © 19Mar65; KK192014.
- You meet the nicest people on a Honda. (School band) (In Life, Mar. 18, 1966, p.29) Appl. author: Grey Advertising, Inc. © 14Mar66; KK193876.
- You meet the nicest people on a Honda. (Street scene) (In Life, Aug. 13, 1965, p.42) Appl. author: Grey Advertising, Inc. © 9Aug65; KK191994.
- You meet the nicest people on a Honda, Hondas are very big with the sporty set. (Road races) (In Life, Sept. 11, 1964) Appl. author: Grey Advertising, Inc. © 7Sep64; KK192027.
- You meet the nicest people on a Honda, like attracts like. (Western movie) (In Life, Feb. 26, 1966, p.103) Appl. author: Grey Advertising, Inc. © 21Feb66; KK193074.
- You meet the nicest people on a Honda, maybe it's the incredibly low price. (In Dodger yearbook, May 1964, p.56) Appl. author: Grey Advertising, Inc. © 1Apr64; KK192021.
- You meet the nicest people on a Honda, whether you ski, skate or lounge. (Snow scene) (In Life, Dec. 25, 1965) Appl. author: Grey Advertising, Inc. © 21Dec64; KK192024.
- AMERICAN INTERNATIONAL ENTERPRISES, INC. RECORD-ADS. See RECORD-ADS.



## AMERICAN INTERNATIONAL SINGING GREETING CARD CO.

Season's greetings. Record sleeve.  
© Malou Como d.b.a. American International Singing Greeting Card Co.; 12Nov65; KK192494.

## AMERICAN MACHINE &amp; FOUNDRY CO. ©

First, AMF Lowerator self leveling work dispensers. Folder.  
(Bulletin W-1-66) Appl. author: Potter Hazlehurst, Inc.  
© 7Jun66; KK194917.

First in restaurant water filtration; AMF commercial kitchen filters.  
(Specification sheet and price list) Appl. author: Potter Hazlehurst, Inc. © 11May66; KK194918.

## AMERICAN SAINT GOBAIN. ©

Clear, lustrous Starlux plate glass relieves a powerful facade of concrete. Sheet. © 8Mar66; KK193260.  
Here's a glass that's softle translucent, uniformly white, and cuts glare better than sunglasses; Huewhite. Sheet. © 8Mar66; KK193262.

Open this end; ASG introduces S. P. E. C. Starlux Plate End-opening Case. Sheet. © 8Mar66; KK193261.

## AMERICAN SAINT GOBAIN CORP. ©

And here's how Florida's Sunstate Builders are using this distinctive mirror wall to help sell homes. Sheet. © American Saint Gobain; 26Apr66; KK194056.

And here's how Texas builder Lawson Ridgeway uses this striking mirror wall to help sell homes. Sheet. © American Saint Gobain; 31May66; KK194854.

And here's how this handsome mirror wall helps builder Richard Prows sell his 300 unit condominium complex. (In Practical Builder, Apr. 1966, p.201) © American Saint Gobain; 5Apr66; KK194054.

An entirely new idea in glass, Cascade by ASG. (In Glass digest, Mar. 1966, p.32-33) © American Saint Gobain; 15Mar66; KK193601.

From ASG, sheet glass packaging that stores easily; it's called Boxkap. Sheet. © American Saint Gobain; 31May66; KK194855.

It comes from ASG, the innovator, it's called Securit glass door. Sheet. © American Saint Gobain; 26Apr66; KK194057.

Now there's a whole family of ASG Pinstripe glasses. Sheet. © American Saint Gobain; 31May66; KK194852.

Now you can choose from three ASG Pinstripe glasses to complement any decor. Sheet. © 31May66; KK194851.

Powerful new laboratory looks seaward through ASG's Starlux plate glass. Folder. © American Saint Gobain; 26Apr66; KK194055.

Slender strands of wire; now AGS announces a whole family of Pin-stripe glasses. Sheet. © American Saint Gobain; 31May66; KK194853.

## AMERICAN SCHOOL BAND DIRECTORS ASSN., INC.

The sounds of John Philip Sousa; Dr. Frank Simon ... directing the all A.S.B.D.A. Band of Northern Virginia; produced & edited by Mac E. Carr. Record sleeve.  
© 15May66; KK194519.

## AMERICAN STERILIZER CO. ©

Amsco medicine stations, the complete units ... two sizes with identical features. Sheet. Appl. author: Gordon S. Altman. © 11Apr66; KK194673.

Introducing Amsco's new ASPF disposable closure for external solutions. Sheet. Appl. author: Gordon S. Altman. © 14Apr66; KK194672.

## AMERICAN TOBACCO CO. ©

Bull Durham rides again, ready-made, filter tipped, big extra size! (In Birmingham post-herald, June 14, 1966, p.22) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 14Jun66; KK195121.

Enjoy A & C Grenadiers, the cigar that's going places. (In Time, Feb. 18, 1966, p.86) Appl. author: Gardner Advertising Co., Inc. © 18Feb66; KK193072.

Enjoy A&C, the cigar that's going places; Antonio Y Cleopatra. (In Time, Apr. 15, 1966, p.80) Appl. author: Gardner Advertising Co., Inc. © 15Apr66; KK194324.  
From the oldest idea in smoking; Waterford. (In New York herald tribune, Feb. 25, 1966, p.16) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Feb66; KK193795.

From the oldest idea in smoking comes the newest taste in cigarettes; Waterford. (In Buffalo evening news, Jan. 28, 1966, p.7) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Jan66; KK193291.

From the oldest idea in smoking comes the newest taste in cigarettes; Waterford. (In Oakland tribune, Jan. 28, 1966, p.21) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Jan66; KK193271.  
From the oldest idea in smoking comes the newest taste in cigarettes; Waterford. (In Time, May 13, 1966, p.10) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10May66; KK194930.

Geese whiskers, they're back; Sweet Caporal. (In Daily news, Mar. 8, 1966, p.49) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 8Mar66; KK193738.

Get 2 packs free; Mayo's Spearmint Blend. (In The Sun, Westerly, R. I., Mar. 8, 1966, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Mar66; KK193794.

Get 2 packs free; Tennyson. (In Dallas times herald, Mar. 8, 1966, p.A-8) Appl. author: Norman, Craig & Kummel, Inc. © 8Mar66; KK194961.

I know what I like, and I like Pall Mall. [Game hunter] (In Holiday, Feb. 1966, p.31) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 11Jan66; KK192405.

I know what I like and I like Pall Mall, enjoy Pall Mall. (In Newsweek, Jan. 17, 1966, p.41) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 11Jan66; KK192404.

I know what I like, and I like Pall Mall; enjoy the long cigarette that's long on flavor. (In Look, Apr. 5, 1966, p.70-71) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 22Mar66; KK193833.

I know what I like and I like Pall Mall, enjoy the long cigarette that's long on flavor! (In TV guide, Jan. 8-14, 1966, p.3) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 5Jan66; KK192346.

I said, show me a filter cigarette that really delivers taste; Lucky Strike. Flower hat. (In Newsweek, Mar. 7, 1966, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Mar66; KK193284.

Lucky Strike filters; I said, show me a filter cigarette ... and I'll eat my hat. [Beach hat] (In Daily news, New York, Jan. 26, 1966,

p.41) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Jan66; KK193270.

Lucky Strike filters; I said, show me a filter cigarette ... and I'll eat my hat. [Bowler with hole in brim] (In Gazette, Schenectady, N. Y., Jan. 24, 1966, p.19) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Jan66; KK193263.

Lucky Strike filters; I said, show me a filter cigarette ... and I'll eat my hat. [Cowboy hat] (In Daily news, New York, Feb. 7, 1966, p.16) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Feb66; KK193268.

Lucky Strike filters; I said, show me a filter cigarette ... and I'll eat my hat. [Cowboy hat] (In Daily news, New York, Feb. 23, 1966, p.68) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Feb66; KK193281.

Lucky Strike filters; I said, show me a filter cigarette ... and I'll eat my hat. [Garden hat with bite out of brim] (In Daily news, New York, Feb. 9, 1966, p.38) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9Feb66; KK193264.

Lucky Strike filters; I said, show me a filter cigarette ... and I'll eat my hat. [Garden hat with flower] (In Daily news, New York, Feb. 23, 1966, p.49) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Feb66; KK193280.

Lucky Strike filters; I said, show me a filter cigarette ... and I'll eat my hat. [High-crowned cloche hat] (In Daily news, New York, Feb. 21, 1966, p.115) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Feb66; KK193283.

Lucky Strike filters; I said, show me a filter cigarette ... and I'll eat my hat. [Large-brimmed hat with feather] (In Gazette, Schenectady, N. Y., Jan. 24, 1966, p.2) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Jan66; KK193265.

Lucky Strike filters; I said, show me a filter cigarette ... and I'll eat my hat. [Man's dress hat] (In Daily news, New York, Feb. 21, 1966, p.118) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Feb66; KK193282.

Lucky Strike filters; I said, show me a filter cigarette ... and I'll eat my hat. [Straw skimmer hat] (In Daily news, New York, Jan. 26, 1966, p.83) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Jan66; KK193269.

Lucky Strike filters; I said, show me a filter cigarette ... and I'll eat my hat. [Top hat] (In Daily news, New York, Feb. 9, 1966, p.90; Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9Feb66; KK193266.

Lucky Strike filters; I said, show me a filter cigarette ... and I'll eat my hat. [Wide-brimmed hat with feather] (In Daily news, New York, Feb. 7, 1966, p.52) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Feb66; KK193267.

Lucky Strike 10 & 10; it's a new kind of pack with 2 kinds of Luckies! (In Globe-Democrat, St. Louis, Apr. 27, 1966, p.4B) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 27Apr66; KK193974.

Natural spearmint for a cooler taste; Mayo's Spearmint Blend. (In The Sun, Westerly, R. I., Feb. 8, 1966, p.7) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Feb66; KK193858.



- New Lucky Strike filters put back the taste others take away. Man's hat. (In Ebony, Jan. 1966, p.29) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Dec65; KK192431.
- New luxury length for a taste that challenges comparison; Pall Mall's famous length of fine tobaccos and a filter tip. (In Time, June 3, 1966, p.71) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 31May66; KK194898.
- New Tennyson smacks of fresh menthol taste. (In Des Moines register, June 7, 1966, p.8) Appl. author: Norman, Craig & Kummel, Inc. © 7Jun66; KK195007.
- New Tennyson smacks of fresh taste with menthol flavor you can't miss. (In The Saturday evening post, Apr. 9, 1966, p.67) Appl. author: Norman, Craig & Kummel, Inc. © 9Apr66; KK193947.
- Now you don't have to buy a second pack whenever you want a menthol cigarette; Lucky Strike 10&10. (In Birmingham post-herald, Mar. 30, 1966, p.24) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Mar66; KK193796.
- Pall Mall filter tipped; luxury length. (In New York post, Apr. 27, 1966, p.10) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 27Apr66; KK194231.
- Pall Mall filter tipped, the long cigarette that's long on flavor! (In Life, May 20, 1966, p.62) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 16May66; KK194845.
- Pall Mall filter tipped, the long cigarette that's long on flavor. (In Playbill, Mar. 1966, p.4 of cover) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 7Mar66; KK193817.
- Pall Mall, filter tipped, the long cigarette that's long on flavor. (In Time, Apr. 1, 1966, p.4 of cover) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 29Mar66; KK193914.
- Quality sells Americans, Americans sell quality; Pall Mall, Lucky Strike. (In Western tobacco journal, Jan. 1966, p.8) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Jan66; KK192263.
- Reach for Tipton extra light, within the reach of any man; cigare. (In Saturday evening post, Mar. 12, 1966, p.73) Appl. author: Gardner Advertising Co., Inc. © 12Mar66; KK193217.
- Show me a filter cigarette; Lucky Strike. Girl-green hat. (In Life, Jan. 21, 1966) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Jan66; KK193294.
- Show me a filter cigarette; Lucky Strike. Man-black hat. (In Life, Jan. 21, 1966) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Jan66; KK193296.
- Show me a filter cigarette ... I'll eat my hat; Lucky Strike. Bowler. (In Financial world, Apr. 13, 1966, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11Apr66; KK193798.
- Show me a filter cigarette ... I'll eat my hat. Man's hat. (New Lucky Strike filters) (In Ebony, Apr. 1966) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Mar66; KK193797.
- Show me a filter cigarette that really delivers taste and I'll eat my hat; Lucky Strike. Girl, green hat. (In Newsweek, Jan. 3, 1966, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Dec65; KK192273.
- Show me a filter cigarette that really delivers taste and I'll eat my hat; Lucky Strike. [Port. of male in derby] (In The State, Apr. 15, 1966, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Apr66; KK193976.
- Show me a filter cigarette that really delivers taste and I'll eat my hat; Lucky Strike. [Port. of male wearing golf hat] (In Life, May 6, 1966, p.47) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2May66; KK194396.
- Show me a filter cigarette that really delivers taste and I'll eat my hat; new Lucky Strike filters. Derby hat. (In Argosy, Jan. 1966, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Dec65; KK192274.
- Special gift wrap for Antonio y Cleopatra. (In Time, Nov. 13, 1964, p.79) Appl. author: Gardner Advertising Co., Inc. © 13Nov64; KK192505.
- Sweet news from 1870; Sweet Caporal. (In The New York times, Feb. 14, 1966, p.20) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 14Feb66; KK193737.
- Tareyton's move by themselves, almost. (In United States tobacco journal, Apr. 21, 1966, p.15) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Apr66; KK194683.
- Us Tareyton smokers would rather fight than switch. (In Ebony, May 1965, p.49) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Apr65; KK193295.
- Us Tareyton smokers would rather fight than switch. [Elderly woman with black eye] (In Life, Oct. 29, 1965, p.44) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Oct65; KK191839.
- Us Tareyton smokers would rather fight than switch. [Female in beach hat] (In Look, May 3, 1966, p.22) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Apr66; KK194157.
- Us Tareyton smokers would rather fight than switch. [Man in sweat-shirt] (In TV guide, May 8, 1965, p.14) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5May65; KK193297.
- Us Tareyton smokers would rather fight than switch. [Two auburn haired women] (In Life, Mar. 19, 1965, p.78) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Mar65; KK193298.
- Us Tareyton smokers would rather fight than switch. [Ventriloquist & dummy] (In Playboy, Sept. 1965, p.66) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Aug65; KK192428.
- Us Tareyton smokers would rather fight than switch. [Woman with black eye, wearing hood] (In Life, July 2, 1965, p.44) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Jun65; KK191838.
- Us Tareyton smokers would rather fight than switch, and that goes double for me. (In The Saturday evening post, Jan. 1, 1966, p.36-37) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Dec65; KK192275.
- What happens when you load up a gondola like this, it turns over; Pall Mall. (In Food topics, Apr. 1966, p.43) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Mar66; KK193975.
- You get more menthol flavor on the Brighton express. (In The Nashville Tennessean, Feb. 23, 1966, p.36) Appl. author: Norman, Craig & Kummel, Inc. © 23Feb66; KK193176.
- AMERICAN WINE CO. © Invite friends in, it's Cook's night out; Cook's Imperial. (In Los Angeles times, Nov. 22, 1965, p.22) NM: additions & revisions. © 22Nov65; KK194181.
- AMICO. The old timers auto show table lighters; \$1 each. On folding carton. © Amico a.a.d.o. Exhibit Sales Co.; 26Mar64; KK193714.
- ANCIENT AGE DISTILLING CO. © The bourbon that's easier to handle. (In Los Angeles times, Oct. 21, 1965, p.21) Appl. author: Otto Kleppner. © 21Oct65; KK192080.
- The bourbon that's easier to handle; Ancient Age. (In San Francisco progress, Oct. 20-21, 1965, p.3) Appl. author: Otto Kleppner. © 20Oct65; KK193473.
- \$500.00 in prizes awarded each month; how a toy balloon makes for enjoyable fishing; bourbon. (In Sports afield, Nov. 1965, p.69) © 1Nov65; KK192167.
- How a bird puts a fish behind bars; sports idea contest. (In Sports afield, Oct. 1965, p.32) © 1Oct65; KK191846.
- How to use the phone book to get a duck's number; sports idea contest. (In Sports afield, Dec. 1965, p.5) © 1Dec65; KK194288.
- If you can give a better bourbon, give it. [Girl peeping around bottle & box] (In Elks magazine, Nov. 1965, p.4 of cover) © 1Nov65; KK194289.
- If you can give a better bourbon, give it; extra holiday bonus, new dripless pourer; Kentucky bourbon. (In San Francisco examiner, Nov. 22, 1965, p.36) © 22Nov65; KK193728.
- If you can give a better bourbon, give it; 6 years old Ancient Age Kentucky bourbon. (In The Philadelphia inquirer, Nov. 23, 1965, p.27) © 23Nov65; KK193729.
- If you can pour a better profit bourbon, pour it! (In Tap & tavern, Nov. 1, 1965, p.3) © 1Nov65; KK192168.
- An uncommon luxury, ancient, Ancient Age bourbon. (In Charleston evening post, Nov. 29, 1965, p.3-A) © 29Nov65; KK193554.
- ANDERSON CO. © Anco check sheet, Anco blade, refill, and arm replacements for windshield wipers. Folder. © 28Dec65; KK192479.
- Now, special Anco refills for refillable blades not made by Anco. Sheet. © 23Nov65; KK192480.
- Special Anco refills fit 16" refillable blades not made by Anco. On folding carton. © 28Dec65; KK192478.
- Special Anco refills-fit 16" refillable blades not made by Anco; stock - no.6016; 5 pairs. On folding carton. © 28Dec65; KK192481.
- ANSON (ART) INC. © For poolside fun, perfect costumes for pool parties; milady no.182. Folder. Appl. author: Arthur H. Anson. © 10Mar66; KK194084.
- ANTI-HYDRO WATERPROOFING CO. © A-H asphaltic coatings. Sheet. (Form no.5808P - 8-65) Appl. author: Mortimer W. Meyer. © 16Mar66 (in notice: 1965); KK193381.



## ANTI-HYDRO WATERPROOFING CO.-Con.

- A-H concrete wax, clear or colors. Sheet. (Form no.5812P 9-65) Appl. author: Mortimer W. Meyer. © 16Mar66 (in notice: 1965); KK193392.
- A-H curing compound no.2, clear 2C or fugitive dye 2R. Sheet. (Form no.5805P 8-65) Appl. author: Mortimer W. Meyer. © 16Mar66 (in notice: 1965); KK193380.
- A-H epoxy coating. Sheet. (Form no.5795P 8-65) Appl. author: Mortimer W. Meyer. © 16Mar66 (in notice: 1965); KK193386.
- A-H epoxy-ester sealer, clear or colors. Sheet. (Form no.5794P 8-65) Appl. author: Mortimer W. Meyer. © 16Mar66 (in notice: 1965); KK193391.
- A-H metallic hardener. Sheet. (Form no.5804P 8-65) Appl. author: Mortimer W. Meyer. © 16Mar66 (in notice: 1965); KK193383.
- A-H metallic waterproofing. Sheet. (Form no.5802P 8-65) Appl. author: Mortimer W. Meyer. © 16Mar66 (in notice: 1965); KK193388.
- A-H non-sparking metallic hard, dustproof, sparkproof floors. Sheet. (Form no.5807P 8-65) Appl. author: Mortimer W. Meyer. © 16Mar66 (in notice: 1965); KK193385.
- A-H poly-epoxy bonding. Sheet. (Form no.5796P 8-65) Appl. author: Mortimer W. Meyer. © 16Mar66 (in notice: 1965); KK193382.
- A-H poly-epoxy topping, natural or colors. Sheet. (Form no.5800P 8-65) Appl. author: Mortimer W. Meyer. © 16Mar66 (in notice: 1965); KK193389.
- A-H poly-sealants. Sheet. (Form no.5803P 8-65) Appl. author: Mortimer W. Meyer. © 16Mar66 (in notice: 1965); KK193384.
- A-H S-Q hardener hard, dustproof concrete floors, natural or colors. Sheet. (Form no.5806P 8-65) Appl. author: Mortimer W. Meyer. © 16Mar66 (in notice: 1965); KK193390.
- A-H 3 way sealer cures, hardens, seals clear or color. Sheet. (Form no.5801P 8-65) Appl. author: Mortimer W. Meyer. © 16Mar66 (in notice: 1965); KK193387.
- Acid resistant concrete floors, tanks & pits, to protect portland cement mixes against chemical conditions. Sheet. (File no.3 B 2) Appl. author: Mortimer W. Meyer. © 16Mar66 (in notice: 1965); KK193394.
- Armortop floor hardening specifications, makes cement floors hard and non-dusting. Sheet. (File no.19 W 44) Appl. author: Mortimer W. Meyer. © 16Mar66 (in notice: 1965); KK193393.
- Concrete accelerating and densifying specification, Accello regulates concrete and mortars. Sheet. (File no.3 B 2) Appl. author: Mortimer W. Meyer. © 16Mar66 (in notice: 1965); KK193395.
- For durable, impermeable concrete and masonry, for superior floors, use Anti-Hydro. Folder. (Form no.5811-865) Appl. author: Mortimer W. Meyer. © 16Mar66 (in notice: 1965); KK193397.
- Free Armortop display mats. Sheet. Appl. author: Mortimer W. Meyer. © 16Apr66; KK194346.
- Non-slip surfaces for existing floors, A-H poly-epoxy and A-H emery. Sheet. (Form no.5799P 8-65) Appl. author: Mortimer W. Meyer. © 16Mar66 (in notice: 1965); KK193396.

## AQUARIUMS, INC. ©

Complete aquarium set; includes stainless steel aquarium. On folding carton. © 29Nov62; KK194633.

## ARDEN, ARNOLD. See ARDEN'S BEAU BRUMMEL.

## ARDEN'S BEAU BRUMMEL.

Label for shirt. A.B.B. original, a style with a flair. Card. © Arnold Arden d.b.a. Arden's Beau Brummel; 4Mar66; KK193933.

## ARKWRIGHT-INTERLAKEN, INC. ©

Draw your own conclusions; look at all three. (In Graphic science, Nov. 1965, p.55) © 21Nov65; KK193763.

Every draftsman should get these facts about drawing, erasing, ghosting, reproduction cost. (In Graphic science, Dec. 1965, p.31) © 8Dec65; KK193698.

Somebody else out there has switched to tracing cloth. (In Graphic science, Sept. 1965, p.13) © 10Sep65; KK193764.

Why is it used more often in more drafting rooms than ever before? (In Graphic science, Oct. 1965, p.13) © 15Oct65; KK193699.

## ARLAN'S DEPT. STORES, INC. ©

Transistor and toothbrush combination \$10.17. (In The Denver post, Apr. 24, 1966, p.48) Appl. author: Mogul Baker Byrne Weiss, Inc., employer for hire of Bernard Kramer. © 24Apr66; KK194465.

## ARMOUR &amp; CO. ©

Ordinary dog opens new Zip-Top Dash? (In Daily news, New York, Feb. 23, 1966, p.53) Appl. author: Needham, Harper & Steers, Inc. © 23Feb66; KK193928.

## ARNOLD BAKERS, INC. ©

Giraffe sandwich buns; net wt. 10 ozs. On bag. © 8Jun66; KK195067.

Hearthstone white enriched bread; net weight 2 pounds. On bag. © 21Mar66; KK193818.

## ARNOLD OF COLUMBIA, INC. ©

Firehouse 100% pure Colombian coffee; net weight one pound. On can. © 20Dec65; KK192695.

## ARO-DRESSEL FOODS CORP. ©

Lemonade Stand lemonade; one quart liquid. On folding carton. © 10Jun66; KK195117.

## ART-CO PRODUCTS CO.

Clark's permanent patch; one quart U.S. standard measure. Sticker. Appl. author: A. F. Harvey. © M. T. Harvey & Orton A. Grant d.b.a. Art-Co. Products Co.; 1Jul64 (in notice: 1966); KK194204.

## ASHODIAN, HAROLD.

Candy Easter basket. See KAZARIAN BROS.

## ASSOCIATED BREWING CO. ©

Now, Pfeiffer is flashteurized for peak beer flavor. (In The Blade, Toledo, Dec. 24, 1965, p.11) Appl. author: J. Walter Thompson Co. © 24Dec65; KK191860.

## AURORA PLASTICS CORP. ©

Assemble-it-yourself Wacky Back-Whacker machine; kit no.807-298. [Box top] © 5Jan66 (in notice: 1965); KK194278.

Boeing 707 Astrojet, scale model plastic assembly kit; kit no.380-198. [Box top] © 26Jan66 (in notice: 1965); KK194277.

## AURORA PLASTICS CORP.

For other works claimed by Aurora Plastics Corp. See TWENTIETH CENTURY FOX TELEVISION, INC.

## AUSTIN, NICHOLS &amp; CO., INC. ©

As long as you're up get me a Grant's. [Male in checked shirt seated with typewriter] (In Daily news, New York, Jan. 31, 1966, p.53) © 31Jan66; KK193572.

I'll get up and get my own Glen-fiddich. (In Advertising age, June 7, 1965, p.118) © 7Jun65; KK192538.

## AUTO-VEHICLE PARTS CO. ©

Au-ve-co for over 50 years, the complete fastener line; stock no.K. 120 p. Appl. author: Jack L. Schrader, NM: additions. © 1Feb66; KK194967.

## AVALON MANUFACTURING CORP. ©

Paint on Color Velvet; no.7100. [Box top] © 10Oct65; KK193588.

## AVIS RENT A CAR SYSTEM, INC. ©

Avis tries harder all over the world. (In The New Yorker, Feb. 19, 1966, p.80-81) Appl. author: Doyle Dane Bernbach, Inc. © 17Feb66; KK192876.

If Avis ever forgets a reservation, forget Avis. (In Travel trade, May 3, 1966, p.133) Appl. author: Doyle Dane Bernbach, Inc. © 1May66; KK195066.

If Avis is out of cars, we'll get you one from our competition. (In Newsweek, Apr. 18, 1966, p.41) Appl. author: Doyle Dane Bernbach, Inc. © 16Apr66; KK194146.

This unpleasant, cranky, and unbelievably rude man works for Avis. (In Time, Jan. 7, 1966, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 4Jan66; KK192335.

We like to think skiers can learn a lesson from Avis. (In Ski, Jan. 1966, p.116) Appl. author: Doyle Dane Bernbach, Inc. © 29Dec65; KK192680.

You can get your client an Avis car in Miami for \$60 a week, but don't call Avis. (In Travel weekly, Dec. 14, 1965, p.78) Appl. author: Doyle Dane Bernbach, Inc. © 11Dec65; KK191876.

## AVON PRODUCTS, INC. ©

Avon calling; 80 years of personal service to the home; cosmetics. (In Progressive farmer, May 1966, p.91) Appl. author: Monroe F. Dreher, Inc. © 10Apr66; KK194893.

Avon says, whatever you wear, wear fragrance. (In Seventeen, Mar. 1966, p.191) Appl. author: Monroe F. Dreher, Inc. © 28Feb66; KK194894.

Did it ever occur to you why Avon has 10 different fragrances? (In Good housekeeping, Mar. 1966, p.163) Appl. author: Monroe F. Dreher, Inc. © 20Feb66; KK194895.

Look your loveliest with completely new complexion care by Avon. (In McCall's, Feb. 1966, p.31) Appl. author: Monroe F. Dreher, Inc. © 20Jan66; KK194892.

Try Avon's new Chic Sparklers; cosmetics. (In Glamour, Apr. 1966, p.99) Appl. author: Monroe F. Dreher, Inc. © 20Mar66; KK194896.

AXEL, EDWIN G. See RELAX-N'-TRIM.

## B

## BACARDI IMPORTS, INC. ©

Con Bacardi siempre se gana. (In El Diario-la prensa, Dec. 17, 1965, p.11) Appl. author: Ross Roy, Inc. © 17Dec65; KK191869.

Look, includes our reg. U. S. Pat. Off. bat design; worth giving a Bacardi party for. (In Playboy, May 1966, p.46) Appl. author: Ross Roy, Inc. © 12Apr66; KK194044.

Now you can serve great bottled daiquiris and Bacardi cocktails made by the people who invented both of them! (In Social spectator, Jan. 1966, p.171) Appl. author: Ross Roy, Inc. © 21Dec65; KK193256.

Quickie eggnog for a Bacardi party. (In Playboy, Jan. 1966, p.60) Appl. author: Ross Roy, Inc. © 14Dec65; KK191872.

Rum is so mixable, it's a one-brand bar. (In Life, Mar. 11, 1966, p.R12) Appl. author: Ross Roy, Inc. © 7Mar66; KK193225.

So that's how rum & Coke was invented! (In Life, 20May66; p.125) Appl. author: Ross Roy, Inc. © 16May66; KK194701.

There's a bit of the winner in you, drink Bacardi Rum. (In Ebony, Feb. 1966, p.16) Appl. author: Ross Roy, Inc. © 19Jan66; KK192709.

They taste as good as they look; these are real cocktails. (In The New Yorker, June 11, 1966, p.119) Appl. author: Ross Roy, Inc. © 9Jun66; KK194925.

#### BACARDI IMPORTS, INC. MALTA HATUEY DIVISION. ©

Gigante, por qué los jóvenes ... porqué nosotros queremos estar muy fuertes. (In El Diario-la prensa, Oct. 22, 1965, p.15) Appl. author: Ross Roy, Inc. © 22Oct65; KK193224.

Mi mamá también toma Malta Hatuey, gigante; seguro, paquito, ella necesita mucha energía extra para cuidarte a tí. (In El Diario-la prensa, Sept. 24, 1965, p.12) Appl. author: Ross Roy, Inc. © 24Sep65; KK192387.

Porque es Malta Hatuey tan sabrosa, gigante; porque no es floja ni aguada; Hatuey es un ponche de Malta. (In El Diario-la prensa, Mar. 4, 1966, p.10) Appl. author: Ross Roy, Inc. © 4Mar66; KK194042.

Por qué es Malta Hatuey la preferida, Gigante? Porque Hatuey da extra fuerza, salud y vigor, Paquito. (In El Diario-la prensa, Apr. 29, 1966, p.12) Appl. author: Ross Roy, Inc. © 20Apr66; KK194630.

#### BACKMAN, IRVING A.

Summary of insurance programs available to members of the Two/Ten Associates, Inc. 1 v. © Irving A. Backman d.b.a. I. A. Backman; 10Sep65; KK193088.

#### BAGDASARIAN, ROSS. ©

The mixed-up world of Bagdasarian; LRP-3451. Record sleeve. © 24Jun66; KK195096.

#### BALL BROS. CO., INC. ©

This is why General Foods again teams up with Ball. (In The Voluntary and cooperative groups magazine, Apr. 1966, p.5) Appl. author: Applegate Advertising Agency, Inc. © 10Apr66; KK194924.

#### BALLANTINE (P.) & SONS. ©

Ballantine's got the flavor that says, hey friend, do it again; beer. (In The Columbia record, Feb. 28, 1966, p.3-C) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 28Feb66; KK193156.

Down with Ballantine; Ballantine beer, there's more spirit in it. (In Daily sentinel, Rome, N. Y., June 15, 1965, p.7) Appl. author: Young & Rubicam, Inc. © 15Jun65; KK192010.

#### BANK OF AMERICA, NATIONAL TRUST & SAVINGS ASSN., SAN FRANCISCO.

Man-on-the-spot in Rotterdam; Rotterdam's waterfront with the Euromast on the left. (In Business week, Feb. 5, 1966, p.4 of cover) Appl. author: Johnson & Lewis, Inc.

© Bank of America, National Trust & Savings Assn.; 5Feb66 (in notice: 1965); KK192693.

Man-on-the-spot in Zurich. Illus.: Limmatt Quai, Zurich. (In Business week, Mar. 5, 1966, p.4 of cover) Appl. author: D'Arcy Advertising Co. © 5Mar66; KK193590.

#### BANKERS COMMERCIAL LIFE INSURANCE CO. ©

Guaranteed permanent medical care health protection; blue crown plan. Sheet. Appl. author: John Abdnor. © 10Feb66; KK192679.

Guaranteed permanent medical protection. Folder. Appl. author: John Abdnor. NM: additions & revisions. © 25May66; KK194970.

Guaranteed permanent medical protection, a truly non-cancellable, guaranteed, renewable for life hospitalization policy. Sheet. Appl. author: John Abdnor. NM: additions & revisions. © 18Mar66; KK193589.

Hospital and surgical expense policy; blue crown plan. Folder. (Form H-102A) NM: revision. © 22Dec65; KK192636.

Hospital and surgical expense policy; blue crown plan. Folder. (Form H-501A) NM: revision. © 22Dec65; KK192637.

Medical and surgical plan; blue crown plan. Folder. (Form MS-27A) NM: revision. © 22Dec65; KK192638.

A truly non-cancellable policy. (Application for hospital and/or medical and surgical policy) Folder. (Form H-102A) NM: revision. © 22Dec65; KK192634.

A truly non-cancellable policy. (Application for hospital and/or medical and surgical policy) Folder. (Form H-501A) NM: revision. © 22Dec65; KK192635.

A truly non-cancellable policy, the company cannot raise your rates. (Application for medical, surgical and doctor calls policy) Folder. (Form MS-27A) NM: revision. © 22Dec65; KK192633.

#### BARNHART LABORATORY. ©

This point is an exact replica of an original flint point found by Mr. Stanley Lantz. Slip. Appl. author: D. B. Barnhart. © 10May66; KK194868.

#### BARRICINI, INC. ©

Miniature Barricini chocolates, semi-sweet chocolate; one pound net wt. (Wrapper for candy boxes) © 1Apr65; KK191916.

#### BARTELL, G.

Hawaiian Punch is served to the United States Olympic team. See PACIFIC HAWAIIAN PRODUCTS CO.

#### BEATRICE FOODS CO. SUGARINE CO. ©

Special Sugarine offer, 18 karat electrolytically gold plated personalized bracelet. Sheet. © 20Sep65; KK193364.

#### BEAUTY CARE PRODUCTS. ©

Pooch sponge, pet beauty aids. Folder. Appl. author: Jacob Naistadt. © 14Feb66; KK192710.

#### BECK & GREGG HARDWARE CO. ©

Wholesale hardware 100 years young. (In Atlanta magazine, Jan. 1966, p.86) Appl. author: Robert E. Martin. © 7Jan66; KK193014.

BECKER, FRED. See J & K PRODUCTIONS.

#### BEISTLE CO. ©

Erin Go Bragh streamer; 5 ft. long. Folder. © 1Feb66; KK192985.

Fink-Fighter, new novelty decoration & centerpiece. On bag. © 1Feb66; KK192991.

5 inch, 2 hearts, to my Valentine. (Heart bag) On bag. © 1Feb66; KK193144.

Happy New Year, streamer; 6 ft. long. Folder. © 1Feb66; KK193892.

Jointed spooky spider, completely assembled, fully jointed; 24 x 32 inches. Folder. © 1Feb66; KK193893.

Jointed witch goblin; 32 inches tall. Folder. © 1Feb66; KK192986.

Jolly Mr. Holly centerpiece; 1 holiday decoration. On bag. © 1Feb66; KK192990.

Jolly Santa centerpiece; 1 holiday decoration. (Art tissue Santa) On bag. © 1Feb66; KK192993.

1 art-tissue hanging spider. On bag. © 1Feb66; KK192983.

1 15 inch art-tissue evergreen tree. (Christmas tree) On bag. © 1Feb66; KK192987.

One jointed scarecrow & pumpkin centerpiece; 16 inches tall. On bag. © 1Feb66; KK192989.

Santa centerpiece; 1 holiday decoration. On bag. © 1Feb66; KK192992.

Seasons greetings, holiday decoration for trimming mantels; 48 inches long. Folder. © 1Feb66; KK192982.

Two Easter eggs; 9 inch. On bag. © 1Feb66; KK193636.

2 8 inch hearts. (Heart bag) On bag. © 1Feb66; KK193145.

2 Halloween & go go dancers; 14 inches tall. On bag. © 1Feb66; KK192988.

2 shamrocks, completely assembled; 9 inch. On bag. © 1Feb66; KK193637.

Westminster bells; 6 3 inch. Folder. © 1Feb66; KK192984.

#### BELAFONTE ENTERPRISES, INC. ©

An evening with Belafonte/Mouskouri; LPM-3415. Record sleeve. © 3Jan66; KK192163.

#### BELL ENTERPRISES, INC. ©

The Ponyboys, an all-American vocal group. Record sleeve. Appl. author: Benny Bell, pseud. of Benjamin Samberg. © 23May66; KK194840.

#### BELZ BROS. ©

Essa baseball. Sticker. Appl. author: Fritz W. Belz. © 26Oct65; KK193372.

#### BENNETT BROS., INC. ©

Season's greetings; choose your gift. 6 v. Appl. author: Gail Bennett. © 4Oct65; KK193085.

BERGERON, VICTOR J. See SENOR PICO.

BERGERON, VICTOR J. See SENOR PICO'S.

BERTOLINA, HUGO L. See REACH-O CO.

#### BEST MANUFACTURING CO. ©

Signs, plaques, memorials, directories, control panels in 32 standard & decorator colors. 19 p. (No.965) © 7Sep65; KK193932.

#### BETTER VISION INSTITUTE, NEW YORK. ©

Every child had better take this test before he's five. (In Life, Mar. 18, 1966, p.97) Appl. author: Doyle Dane Bernbach, Inc. © Better Vision Institute; 16Mar66; KK193666.



- BEVERLEE'S SATIN STAIN, INC. ©  
Wood graining kit, just paint the wood on, everything you need in a kit! On folding carton. © 20Dec65; KK194974.
- BILLINGTON, DALLAS F. ©  
This is your funeral, if you die unsaved; this is your funeral, if you are a christian. Record sleeve. © 6Apr66; KK194504.
- BINGEN PLYWOOD CO. ©  
Elephant proof, Bingen Plywood Co. Sheet. Appl. author: W. E. Stevenson. © 15Jan66; KK193537.
- BINNEY & SMITH, INC. ©  
Here kitty, here kitty, kitty, kitty; Crayola crayons. (In Ladies' home journal, Nov. 1965, p.164) Appl. author: Chirurg & Cairns, Inc. © 26Oct65; KK193112.  
I'm the captain; your youngster is the captain when he plays with Crayola crayons. (In Ladies' home journal, Sept. 1965, p.117) Appl. author: Chirurg & Cairns, Inc. © 31Aug65; KK193111.
- BIOLOGICAL ABSTRACTS, INC. ©  
Biosciences subject selector. © 6May66; KK194523.
- BLUM (GOLDIE R.) INC. ©  
The Goldie gimmick. (In Newsday, Oct. 19, 1965, p.9) Appl. author: Richard H. Commer. © 19Oct65; KK193689.  
Goldie lox. (In Newsday, Sept. 7, 1965, p.12) Appl. author: Richard H. Commer. © 7Sep65; KK193694.  
The Goldie opportunity. (In Newsday, Nov. 23, 1965, p.9) Appl. author: Richard H. Commer. © 23Nov65; KK193687.  
Goldie's best customers are women, that's why she's throwing a party for men. (In Newsday, Dec. 7, 1965, p.6) Appl. author: Richard H. Commer. © 7Dec65; KK193690.  
Goldie's first store was a present from Mama. (In Newsday, Nov. 16, 1965, p.19) Appl. author: Richard H. Commer. © 16Nov65; KK193696.  
Goldie's got the gift. (In Newsday, Inc., New York, Feb. 7, 1966, p.4C) Appl. author: Richard H. Commer. © 7Feb66; KK192923.  
Goldie's gotta big heart for kids! (In Newsday, Inc., New York, Feb. 8, 1966, p.6) Appl. author: Richard H. Commer. © 8Feb66; KK192924.  
Goldie's most priceless item. (In Newsday, Nov. 2, 1965, p.27) Appl. author: Richard H. Commer. © 2Nov65; KK193688.  
Our Goldie never stops. (In Newsday, Nov. 9, 1965, p.6) Appl. author: Richard H. Commer. © 9Nov65; KK193695.  
What are Goldie Girls made of? (In Newsday, Dec. 28, 1965, p.20) Appl. author: Richard H. Commer. © 28Dec65; KK193692.  
Wrap up all your present problems with Goldie Gift Certificates. (In Newsday, Dec. 21, 1965, p.13) Appl. author: Richard H. Commer. © 21Dec65; KK193693.  
Yes, Virginia, there is a Goldie Blum. (In Newsday, Dec. 14, 1965, p.28) Appl. author: Richard H. Commer. © 14Dec65; KK193691.
- BOISE CASCADE CORP. ©  
Busy papers that put your ideas in motion. (In U. S. news & world report, Mar. 14, 1966, p.101) © 14Mar66; KK193579.
- Trees, like people, have their own special qualities. (In Business week, May 21, 1966, p.38) © 21May66; KK194798.  
We're not trying to be anybody but ourselves. (In Fortune, Jan. 1966, p.3 of cover) © 1Jan66; KK192681.  
We're proud of our banking connections; we grow trees to serve people. (In U. S. news & world report, Jan. 31, 1966, p.66) © 31Jan66; KK192864.  
Wood fibers have magnified our outlook many times; forest products. (In U. S. news & world report, Feb. 21, 1966, p.88) © 21Feb66; KK193079.
- BONANZA AIR LINES, INC. ©  
A funny thing happened on the way to Las Vegas; Funjets. (In Newsweek, Apr. 4, 1966, p.98C) Appl. author: MacManus, John & Adams, Inc. © 29Mar66; KK193949.  
If you think flying like this is fun, then forget Bonanza Funjets. (In Los Angeles times, Mar. 21, 1966, p.6) Appl. author: MacManus, John & Adams, Inc. © 21Mar66; KK193599.  
If you think flying like this is fun, then forget Bonanza Funjets. [Fat man squeezed in between 2 men's arms] (In Los Angeles times, Apr. 4, 1966) Appl. author: MacManus, John & Adams, Inc. © 4Apr66; KK193951.  
If you think flying like this is fun, then forget Bonanza Funjets. [Fat man with fingers stuck in ears] (In Los Angeles times, Mar. 23, 1966) Appl. author: MacManus, John & Adams, Inc. © 23Mar66; KK193948.  
If you think flying like this is fun, then forget Bonanza Funjets; you can rub shoulders with the nicest people. [Fat man squeezed in between 2 men's arms] (In Los Angeles times, Apr. 13, 1966) Appl. author: MacManus, John & Adams, Inc. © 13Apr66; KK193952.  
Now, lunch at Grand Canyon, dinner in Las Vegas, home that night. (In Los Angeles times, Mar. 30, 1966) Appl. author: MacManus, John & Adams, Inc. © 30Mar66; KK193950.  
So what's so much fun about March 1st; Bonanza Funjets. (In Los Angeles herald examiner, Feb. 24, 1966, p.A17) Appl. author: MacManus, John & Adams, Inc. © 24Feb66; KK192970.  
So what's so much fun about March 1st; Bonanza Funjets to Las Vegas. (In Time, Feb. 25, 1966, p.Op 104, LAR3) Appl. author: MacManus, John & Adams, Inc. © 22Feb66; KK192971.  
So what's so much fun about March 1st; funjets. Poster. Appl. author: MacManus, John & Adams, Inc. © 14Feb66; KK193025.  
So what's so much fun about March 1st? Funjets. (In Mohave County miner, Jan. 27, 1966, p.5) Appl. author: MacManus, John & Adams, Inc. © 27Jan66; KK192715.  
They're here, Bonanza funjets, first DC-9 fanjets to Las Vegas. (In Los Angeles times, Mar. 3, 1966, p.19) Appl. author: MacManus, John & Adams, Inc. © 3Mar66; KK193887.  
They're here, Bonanza funjets, new DC-9 fanjets to Las Vegas. Poster. Appl. author: MacManus, John & Adams, Inc. © 1Mar66; KK193888.
- They're here, first Bonanza Funjets to Las Vegas. (In Los Angeles times, Mar. 2, 1966, p.14) Appl. author: MacManus, John & Adams, Inc. © 2Mar66; KK193598.
- BONUS HOMES. ©  
How to come in last and win first prize. (In The News, Van Nuys, Feb. 20, 1966, p.central-43-A) Appl. author: Dancer, Fitzgerald, Sample, Inc. © 20Feb66; KK193153.  
There are still some peaches in Orange County. (In Long Beach press telegram, Feb. 20, 1966, p.R-3) Appl. author: Dancer, Fitzgerald, Sampler, Inc. © 20Feb66; KK193154.
- BORDEN CO. ©  
Golden vanilla brings back golden memories. (In Life, June 26, 1964, p.28) © 22Jun64; KK192302.  
Great new change in diapers; first throwaway tissue diaper; 50¢ refund, snap up this introductory offer. (In Niagara Falls gazette, Nov. 3, 1965, p.31) Appl. author: Needham, Harper & Steers, Inc. © 3Nov65; KK194368.  
Great new change in diapers, first throwaway tissue diaper so good; White Lamb. (In Parent's magazine & better homemaking, Dec. 1965, p.135) Appl. author: Needham, Harper & Steers, Inc. © 25Nov65; KK194871.  
Put out the fire of diaper rash; Methakote pediatric creme. (In The Journal of pediatrics, May 1966, p.104) © 30Apr66; KK194932.  
Wheeee, my mommy throws diapers away and saves money; White Lamb tissue diapers. (In Times union, Rochester, Dec. 8, 1965, p.4E) Appl. author: Needham, Harper & Steers, Inc. © 8Dec65; KK192400.  
White Lamb brand tissue diapers rock the industry. (In Modern grocer, Dec. 31, 1965, p.3) Appl. author: Needham, Harper & Steers, Inc. © 31Dec65; KK194366.
- BORG-WARNER CORP. ©  
How far do you think your new car would get with a paper plate for a clutch? (In Time, Feb. 4, 1966, p.98-99) © 1Feb66; KK192440.  
One slip and it's goodbye to four miles of pipe, 6 months' work and \$1,000,000, but don't worry. (In Harvard business review, May-June 1966, p.174-175) © 1May66; KK194279.  
This little loop of tape weighs 8 1/2 pounds, how come? (In U. S. news & world report, Mar. 14, 1966, p.10-11) © 7Mar66; KK193549.  
Yesterday, it was all a GI could do to throw a 2-pound hand grenade 90 feet. (In U. S. news & world report, Apr. 11, 1966, p.90-91) © 4Apr66; KK193548.
- BRADFUTE CORP. ©  
Magic bingo, the new fun game, thousands of cash prizes. Sheet. © 4Mar66 (in notice: 1965); KK193526.  
Thorofare super markets, hit the deck. Slip. © 14Mar66 (in notice: 1965); KK193571.
- BRADLEY (MILTON) CO.  
Batman game. See NATIONAL PERIODICAL PUBLICATIONS, INC.  
Branded game. See CACTUS-SENTINEL CO.  
Captain America game. See MARVEL COMICS GROUP.  
Enter the dangerous world of James Bond 007, play it if you dare. See GILDROSE PRODUCTIONS, LTD.

- Eye Guess. See STEWART (BOB) PRODUCTIONS.
- Gidget fortune teller card game. See KOHNER, FREDERICK.
- James Bond 007 card game. See GLIDROSE PRODUCTIONS, LTD.
- James Bond 007 goldfinger game. See GLIDROSE PRODUCTIONS, LTD.
- John Drake secret agent game. See INDEPENDENT TELEVISION CORP.
- The legend of Jesse James game. See TWENTIETH CENTURY-FOX TELEVISION, INC.
- Shoot Out, the Man from U.N.C.L.E. skill and action game. See METRO-GOLDWYN-MAYER, INC.
- The sons of Hercules game. See EMBASSY PICTURES CORP.
- Supermarket Sweep game. See TALENT ASSOCIATES, LTD.
- BRECK (JOHN H.) INC. ©**  
Any Tahitian girl can tell you the secret of coconut oil; Creme Rinse. [Upside down port. of Brunette] (In Glamour, Apr. 1965, p.49-51) Appl. author: Young & Rubicam, Inc. © 22Mar65; KK191905.
- The biggest shampoo promotion you'll ever see is pint-size; Breck shampoo. (In Drug topics, May 31, 1965, p.41) Appl. author: Young & Rubicam, Inc. © 31May65; KK191909.
- Breck brings out the shine in your hair like brushing 100 strokes; Beautiful hair Breck shampoo. (In Teen, Mar. 1966, p.3 of cover) Appl. author: Young & Rubicam, Inc. © 7Feb66; KK193016.
- Breck color discovery; Shades Ahead. [Port. of blonde in profile combing hair] (In Life, Sept. 3, 1965, p.84) Appl. author: Young & Rubicam, Inc. © 30Aug65; KK191897.
- Breck now fortified with American Cyanamid puts power in your selling. (In Supermarket news, Nov. 29, 1965, p.29) Appl. author: Young & Rubicam, Inc. © 29Nov65; KK192748.
- Breck will pay \$2.00 to introduce you to new Shades Ahead haircolor. (In The Seattle times, July 11, 1965, supplement, p.8) Appl. author: Young & Rubicam, Inc. © 11Jul65; KK192745.
- The day women are all alike is the day we'll make only one shampoo. (In Supermarket news, Nov. 1, 1965, p.44) Appl. author: Young & Rubicam, Inc. © 1Nov65; KK192013.
- Have a Breck on me; you'll get free Breck hair set mist if you order now during the Spray Me girl's big national promotion. (In Discount store news, Feb. 21, 1966, p.16) Appl. author: Young & Rubicam, Inc. © 21Feb66; KK193825.
- If Breck ever brings you anything but money, call this number and get mad. [Telephone] (In Progressive grocer, Aug. 1965, p.228C) Appl. author: Young & Rubicam, Inc. © 1Aug65; KK191885.
- New bouncing Breck puts new bounce in your hair. [Port. of Brunette leaning over edge of page] (In Life, Sept. 10, 1965, p.50) Appl. author: Young & Rubicam, Inc. © 6Sep65; KK191898.
- New from Breck, the first easy-to-do haircolor that colors completely; Shades Ahead. (In Life, July 9, 1965, p.R4) Appl. author: Young & Rubicam, Inc. © 5Jul65; KK193530.
- New hair set from Breckset, the America's Junior Miss set; Patrice Gaunder, America's Junior Miss for 1965. [Port. of female in suit] (In Hairdo, July 1965, p.2 of cover) Appl. author: Young & Rubicam, Inc. © 21Jun65; KK191900.
- New hair set from Breckset, the love set. [Port. of blonde with tennis racket] (In Hairdo, May 1965, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 21Apr65; KK191902.
- New hair set from Breckset, the scooter set; go, go, go, breeze through town. (In Teen, Apr. 1966, p.63) Appl. author: Young & Rubicam, Inc. © 7Mar66; KK193824.
- Patrice Gaunder's hair has to look nice every day of the week, so she uses Breck. [Port. of blonde wearing crown] (In Teen, Aug. 1965, p.63) Illus. signed: Ralph William Williams. Appl. author: Young & Rubicam, Inc. © 12Jul65; KK191890.
- The secret of Tahitian girls is in this bottle, it's the secret of coconut oil; Creme Rinse. [Port. of Brunette with long, flowing hair] (In Glamour, July 1965, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 22Jun65; KK191904.
- The set and ski from Breckset. [Two ports. of blonde in ski sweater] (In Hairdo, Jan. 1966, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 21Dec65; KK191901.
- Shampoo, that was only the beginning. [Woman in long dress leaning over basin to wet hair] (In Supermarket news, Dec. 13, 1965, p.41) Appl. author: Young & Rubicam, Inc. © 13Dec65; KK191883.
- Spray me; Breck Hair Set Mist. [Profile of head of female] (In Modern retailer, Nov. 1965, p.67A) Appl. author: Young & Rubicam, Inc. © 15Nov65; KK191896.
- Spray me; spray any leading hair spray, except Breck, here for 3 seconds; spray new Breck Hair Set Mist. (In Daily news, New York, Oct. 14, 1965, p.88-89) Appl. author: Young & Rubicam, Inc. © 14Oct65; KK192009.
- TWA hostess Judy Neumann was voted the girl in the air with the most beautiful hair. [Port. of Brunette in hostess uniform] (In Teen, Jan. 1966, p.65) Illus. signed: Ralph William Williams. Appl. author: Young & Rubicam, Inc. © 13Dec65; KK191892.
- Tahitian and Breck girls share the secret of beautiful hair, it's the secret of coconut oil; Creme Rinse. [Ports. of blonde & Brunette] (In Glamour, Jan. 1966, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 22Dec65; KK191903.
- Three ways your customer can abuse her hair. [Port. of female biting lip] (In Modern beauty shop, June 1965, p.32) Appl. author: Young & Rubicam, Inc. © 25May65; KK191886.
- 1287 to 5, how come the odds are with us; New Image. (In American hair-dresser, Apr. 1965, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 20Mar65; KK191884.
- Why risk detergent hair when you can have beautiful hair by Breck. [Port. of blonde in high-neck blouse] (In Teen, May 1965, p.63) Illus. signed: Ralph William Williams. Appl. author: Young & Rubicam, Inc. NM: additions. © 12Apr65; KK191888.
- Why risk detergent hair when you can have beautiful hair by Breck. [Port. of blonde in striped blouse with bow at neck] (In Co-ed, Oct. 1965, p.2 of cover) Illus. signed: Ralph William Williams. Appl. author: Young & Rubicam, Inc. © 20Sep65; KK191891.
- Why risk detergent hair when you can have beautiful hair by Breck. [Port. of Brunette in cowl-neck blouse] (In McCall's, July 1965, p.3 of cover) Illus. signed: Ralph William Williams. Appl. author: Young & Rubicam, Inc. © 22Jun65; KK191908.
- Why risk detergent hair when you can have beautiful hair by Breck. Light brown haired girl, yellow blouse. Illus. signed: Ralph William Williams. (In McCall's, Sept. 1965, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 27Aug65; KK192340.
- Why we changed our minds about hair-color; Shades Ahead. (In Life, June 11, 1965, p.R1, 2-3) © 11Jun65; KK192070.
- Why we changed our minds about hair-color; Shades Ahead. (In Life, June 11, 1965, p.R1-R3) Appl. author: Young & Rubicam, Inc. © 7Jun65; KK193531.
- BRISTOL FLARE CORP. ©**  
Scratch Box, always ready for instant use; highway warning flares. On wrapper. © 7Jan66; KK193497.
- BRISTOL-MYERS CO. ©**  
All of a sudden I could do things because I didn't have the pain; then I noticed when I took Excedrin for a headache, my hand seemed better. [Endorsed by Rosalind Commins] (In Life, Mar. 25, 1966, p.2) Appl. author: Young & Rubicam, Inc. © 21Mar66; KK193830.
- 1899, aspirin is the first produced ... 1965, Excedrin is now available. (In Life, Apr. 2, 1965, p.56) Appl. author: Young & Rubicam, Inc. © 29Mar65; KK192746.
- Extra profit, one free with eleven for you, eight free packs of Beech-Nut Peppermint gum for your customer; Excedrin. (In U. S. tobacco journal, Sept. 30, 1965, p.91) Appl. author: Young & Rubicam, Inc. © 30Sep65; KK191907.
- Fact doubled its available fluoride, now watch it multiply your profits; Fact toothpaste. (In American druggist, Mar. 14, 1966, p.7) © 14Mar66; KK194678.
- For six weeks beginning the week of September 14th, full-color ads in Life ... win as easy as abc. (In American druggist, Aug. 30, 1965, p.7) Appl. author: Young & Rubicam, Inc. © 30Aug65; KK192339.
- Half an hour before the sales meeting, who can take time out for a headache? Take Excedrin. (In Newsweek, Mar. 7, 1966, p.4) Appl. author: Young & Rubicam, Inc. © 1Mar66; KK193827.
- I had a bad cold; Excedrin. [Endorsed by] Mr. John Rush. (In The Progressive farmer, Jan. 1966, p.69) Appl. author: Young & Rubicam, Inc. © 15Dec65 (in notice: 1966); KK191906.
- I had arthritis in this wrist and I had to give up a great many of the things that I do with my hands; Excedrin. [Endorsed by Rosalind Commins] (In The Reader's digest, Apr. 1966, p.41) Appl. author: Young & Rubicam, Inc. © 25Mar66; KK194076.
- I have arthritis in my hands; Excedrin. [Endorsed by] Mrs. Karen Johnson. (In The Reader's digest, Dec. 1965, p.240-241) Appl. author: Young & Rubicam, Inc. © 21Nov65; KK191893.
- It's easy as ABC to cash in on the Bristol-Myers easy as ABC \$100,000 TV-stakes; win as easy as ABC in the Bristol-Myers \$100,000 TV-stakes. (In Chain store age, Sept. 1965, p.120) Appl. author: Young & Rubicam, Inc. © 25Aug65; KK191895.



- BRISTOL-MYERS CO.-Con.  
Mothers cannot get sick, when I have a cold; Excedrin. (In Life, Jan. 14, 1966, p.10) Appl. author: Young & Rubicam, Inc. © 10Jan66; KK192747.
- New Adulton adult cough formula; 4 fluid ozs. On folding carton. © 22Oct65; KK192947.
- New Fact toothpaste for your cavity prevention program; net wt. 4.6 oz. On folding carton. © 1Nov65; KK192946.
- The Pazo formula, stainless fast-acting hemorrhoid ointment; 2 ounce tube. On folding carton. © 10Dec65; KK192944.
- The Pazo formula, stainless fast-acting hemorrhoid suppositories; 24 rectal suppositories. On folding carton. © 17Jan66 (in notice: 1965); KK192945.
- Sometimes it really pays to answer your phone; it pays two ways. (In Drug topics, Mar. 7, 1966, p.71) Appl. author: Young & Rubicam, Inc. © 7Mar66; KK193828.
- What's the point of another fluoride toothpaste; Fact toothpaste. (In Dental management, Apr. 1966, p.12-13) © 25Mar66; KK194625.
- What's the point of another fluoride toothpaste unless its formula is remarkably different; Fact toothpaste. (In Dental management, Jan. 1966, p.8-9) © 1Jan66 (in notice: 1965); KK194677.
- With eight people coming to dinner, you can't take time out for a headache; take Excedrin. (In Life, Feb. 4, 1966, p.76) Appl. author: Young & Rubicam, Inc. © 31Jan66; KK193020.
- With 10 acres to go before sundown, who can take time out for a headache? Take Excedrin. (In Progressive farmer, Mar. 1966, p.135) Appl. author: Young & Rubicam, Inc. © 10Feb66; KK193829.
- You have to move mountains to make 38¢ gross profit; Excedrin. (In United States tobacco journal supplier directory, 1966, p.105) Appl. author: Young & Rubicam, Inc. © 10Oct65; KK194532.
- Your dentist is doing his job for them, are you doing yours? This message was brought to you by new Fact toothpaste. (In Parents' magazine, Feb. 1966, p.17) © 1Feb66; KK194676.
- BRISTOL-MYERS CO. GROVE LABORATORIES. © Diablo, the man's hair groom; net cont. 3 fl. oz. On folding carton. © 13Jan66 (in notice: 1965); KK192833.
- BRISTOL-MYERS CO. VANTAGE HOUSE, INC. See VANTAGE HOUSE, INC.
- BRITT-TECH CORP. © Convert parking into cash with Kleen-King console coin-op car wash. (In Coin-op, Oct. 1965, p.68) © 10Oct65; KK193187.
- Dirty? Yes; but not for long, he's using Kleen-King, the Liquid Brush way to clean anything. (In New equipment digest, Feb. 1966, p.14) © 1Feb66; KK195084.
- Keep 'em clean with Kleen-King. (In Motor, Oct. 1965, p.186) © 15Oct65; KK193495.
- Keep equipment clean the easy, economical way, Kleen-King liquid brush. (In Engineering news-record, Sept. 16, 1965, p.172) © 16Sep65; KK193189.
- Let us show you how this machine can cut maintenance costs; Kleen-King. (In Fleet management news, Oct. 1965, p.8) © 15Oct65; KK193496.
- No more scrubbing, Kleen-King liquid brush does the job faster! (In Government product-news, Oct. 1965, p.17) © 4Oct65; KK193188.
- No more scrubbing; Kleen-King liquid brush does the job faster, easier, at less cost. (In Institutions, April 1966, p.232) © 1Apr66; KK194814.
- BRODIE, GARY B. See CBA ASSOCIATES, INC.
- BRONNER (FRED) CORP. © Matchbox, models of yesteryear; Y-15. Card. © 30Jan66; KK193048.
- BRONSON PRODUCTS CO., INC. © Insta-Maid dusting spray wax for all furniture; introductory offer 17¢6 ounces. Sticker. © 24Jun65; KK192098.
- BROOKS, WINIFRED M. © Hear-all, the new aid to deafness. Card. © 15Jan64; KK192383.
- BROWN & WILLIAMSON TOBACCO CORP. © All star lineup; Viceroy filter tip cigarettes. (In National league vs. American league all star game 1964 official program, July 7, 1964, p.22) © 7Jul64; KK193096.
- The Army classified me a genius; Kool. (In Air Force times, European ed., Jan. 19, 1966, p.21) Appl. author: Ted Bates & Co. © 19Jan66; KK193671.
- The head librarian is a real swinger; Kool filter kings. (In Buffalo courier express, Feb. 15, 1966) Appl. author: Ted Bates & Co., Inc. © 15Feb66; KK194363.
- How come you switched to Raleigh, smoked yours, liked the taste. (In Military life, Apr. 1966, p.27) Appl. author: Post-Keyes-Gardner, Inc. © 15Apr66; KK194544.
- I had big plans, till Saturday morning; Kool. (In Air Force times, European ed., Feb. 16, 1966, p.19) Appl. author: Ted Bates & Co. © 16Feb66; KK193675.
- I said, Listen, Sam, wise up; Kool filter kings. (In Buffalo courier express, Feb. 1, 1966) Appl. author: Ted Bates & Co., Inc. © 1Feb66; KK194364.
- Lots of people smoke Raleigh and don't save the coupons. (In The Saturday evening post, Mar. 26, 1966, p.42-43) Appl. author: Post-Keyes-Gardner, Inc. © 15Mar66; KK193647.
- Lots of people smoke Raleigh and don't save the coupons... Belair. (In The Saturday evening post, Feb. 26, 1966, p.80-81) Appl. author: Post-Keyes-Gardner, Inc. © 15Feb66; KK192967.
- Myrna has to have the last word; Kool Filter Kings. (In Buffalo Courier express, Jan. 4, 1966, p.4) Appl. author: Ted Bates & Co., Inc. © 4Jan66; KK192928.
- Real tobacco taste; valuable Raleigh coupons, too. (In Military life, Mar. 1966, p.8) Appl. author: Post-Keyes-Gardner, Inc. © 11Mar66; KK193886.
- You've got to keep your eye on Henri; Kool. (In Buffalo courier express, Jan. 18, 1966, p.4) Appl. author: Ted Bates & Co., Inc. © 18Jan66; KK194665.
- What makes Viceroy the right one? [Man offering skipper cigarette] (In Time, Feb. 4, 1966) Appl. author: Ted Bates & Co., Inc. © 1Feb66; KK194660.
- What makes Viceroy the right one? [Woman offering man cigarette in night scene] (In Time, Jan. 7, 1966, p.4 of cover) Appl. author: Ted Bates & Co., Inc. © 4Jan66; KK194666.
- What makes Viceroy the right one? Fishing scene. (In Time, Mar. 4, 1966) Appl. author: Ted Bates & Co., Inc. © 1Mar66; KK194661.
- What makes Viceroy the right one; only Viceroy's got the filter for the taste that's right! (In Life, Dec. 10, 1965, p.2 of cover) Appl. author: Ted Bates & Co. © 6Dec65; KK193676.
- What makes Viceroy the right one? Only Viceroy's got the filter for the taste that's right. [Two males in rain scene] (In Life, Apr. 1, 1966) Appl. author: Ted Bates & Co., Inc. © 28Mar66; KK194365.
- What makes Viceroy the right one? Viceroy's got the taste that's right, right any time of the day. Man & woman. (In The Saturday evening post, June 4, 1966) Appl. author: Ted Bates & Co., Inc. © 24May66; KK194913.
- What makes Viceroy the right one? Viceroy's got the taste that's right, right any time of the day. Western man. (In U. S. news & world report, May 9, 1966) Appl. author: Ted Bates & Co., Inc. © 2May66; KK194911.
- BROWN-FORMAN DISTILLERS CORP. © For holiday get-togethers, party size Old Forester. (In Mobile press, Dec. 1, 1965, p.9-C) Appl. author: Gardner Advertising Co., Inc. © 1Dec65; KK192129.
- 4 cheers for indoor sports; Old Forester Kentucky straight bourbon whisky. Sheet. © 10Nov65; KK194208.
- Now here's an entertaining couple; Old Forester, Usher's Green Stripe Scotch. (In The Post, Berkeley, Calif., Feb. 16, 1966, p.9) Appl. author: Gardner Advertising Co., Inc. © 16Feb66; KK193465.
- An Old Forester kind of day; the boats see-saw a little. (In The Columbia record, Mar. 16, 1966, p.7-A) Appl. author: Gardner Advertising Co., Inc. © 16Mar66; KK193781.
- Swinging savings during May & June, Old Forester half gallon hualabaloo. (In Chicago daily news, May 5, 1966, section 5, p.49) Appl. author: Gardner Advertising Co., Inc. © 5May66; KK194620.
- BROWNING MANUFACTURING CO. © Fraction, decimal, millimeter. [Comparison chart] Appl. author: C. N. Brubaker. © 1Jan66; KK194182.
- BRYCE PACKAGING, INC. © Kitty Clover fresh potato chips; net wt. 9 ozs. On wrapper. NM: pictorial illus. © 15Jun64; KK193880.
- BUDGET RENT-A-CAR CORP. OF AMERICA. © This guy likes to save a buck. (In Life, Dec. 10, 1965, p.100-101) © 10Dec65; KK194205.
- BULOVA WATCH CO., INC. © Accutron made 350,000 people quit wearing watches. (In Time, Dec. 3, 1965, p.67) Appl. author: Doyle Dane Bernbach, Inc. © 1Dec65; KK193109.
- Are your valued employees worth \$1.75 a year to you? (In Business week, Jan. 15, 1966, p.86) Appl. author: Young & Rubicam, Inc. © 14Jan66; KK194082.
- Choice; when you buy incentive awards, remember Bulova offers you more. (In Incentive, Feb. 1966, p.1) Appl. author: Young & Rubicam, Inc. © 1Feb66 (in notice: 1965); KK194081.

A division of the good old reliable Bulova Watch Co. has a watch that runs wild; Caravelle. (In Seventeen, May 1966, p.34) Appl. author: Doyle Dane Bernbach, Inc. © 28Apr66; KK194708.

Happiness is being chosen best man and getting a Bulova watch. (In Look, Mar. 22, 1966, p.20) Appl. author: Young & Rubicam, Inc. © 8Mar66; KK194080.

Happiness is turning sweet sixteen and getting a Bulova watch. (In Look, Jan. 25, 1966, p.97) Appl. author: Young & Rubicam, Inc. © 11Jan66; KK194083.

Jack Paar is opening a new territory for Bulova; televisionland; he's going into the field for us. (In Modern jeweler, Apr. 1966, p.8-9) Appl. author: Young & Rubicam, Inc. © 15Apr66; KK194078.

Look how a serious watch can carry-on; Caravelle, diamond. (In Seventeen, Dec. 1965, p.54) Appl. author: Doyle Dane Bernbach, Inc. © 28Nov65; KK193108.

Watch vs. Accutron, why they can't agree. (In Modern railroad, Nov. 1965, p.8) Appl. author: Doyle Dane Bernbach, Inc. © 29Oct65; KK191871.

Wear a piece of a satellite as a wrist watch. (In Time, Apr. 15, 1966, p.91) Appl. author: Doyle Dane Bernbach, Inc. © 13Apr66; KK194126.

You sold more self-winding watches last year than ever before. (In Modern jeweler, Mar. 1966, p.21) Appl. author: Young & Rubicam, Inc. © 15Mar66; KK194079.

You sold us out; you jewelers know who you are. (In Modern jeweler, Jan. 1966, p.9) Appl. author: Young & Rubicam, Inc. © 15Jan66; KK194075.

#### BUNTIN & ASSOCIATES, INC. ©

Exciting new shaving discovery; with this shaver, years from now your face will look years younger; Ronson. Sheet. © 2Feb66; KK192304.

#### BURKE (PAUL) & ASSOCIATES, INC. ©

Phi Delta Phi sponsored lawyer's professional liability insurance. 1 v. © 18Nov65; KK193536.

#### BURNS, RICHARD E. ©

Tea Tidy. On bag. © 1Nov65; KK191941.

#### BUSSE-BREDEMANN, INC. ©

Slam, whack, zop, Buickman slashes high prices! (Advertisement showing, among other things, Buickman design) (In Chicago sun-times, Apr. 1, 1966, p.86) © 1Apr66; KK194122.

#### BUXTON, INC. ©

The Buxton Convertible and why so many guys own one. (In Life, Dec. 3, 1965, p.16-17) Appl. author: Doyle Dane Bernbach, Inc. © 1Dec65; KK193106.

Our Japanese print is called Tea Garden. (In McCall's, Dec. 1965, p.181) Appl. author: Doyle Dane Bernbach, Inc. © 28Nov65; KK192648.

Our rootin'wootin' clutch; put your finger in the stirrup and hang on. (In McCall's, Dec. 1965, p.181) Appl. author: Doyle Dane Bernbach, Inc. © 28Nov65; KK192649.

When a girl opens this Lady Buxton jewel case, her face lights up. (In Ladies' home journal, Dec. 1965, p.120) Appl. author: Doyle Dane Bernbach, Inc. © 28Nov65; KK193665.

When girls open these Lady Buxton jewel cases they're flabbergasted by the space. (In Ladies' home journal, Dec. 1965, p.121) Appl. author: Doyle Dane Bernbach, Inc. © 28Nov65; KK193105.

## C

#### C B A ASSOCIATES, INC. ©

Beau ideal, the ideal of perfection; modern suburban living can be yours at Versailles Plaza East. (In The Washington post & times-herald, Apr. 16, 1966, p.F-1) © 16Apr66; KK194639.

Presenting a new standard of excellence, the Barton House. (In The Washington post & times-herald, Apr. 2, 1966, p.A-11) © 2Apr66; KK194043.

#### CMP INDUSTRIES, INC. TICONIUM CO. ©

Accepted Ticonium Premium 100. Folder. Appl. author: Robert E. Clark. © Ticonium Co., division of CMP Industries, Inc.; 18Apr66; KK194458.

A Christmas present for you, doctor, there is a wealth of information. Folder. Appl. author: A. J. Griffin. © Ticonium, division of CMP Industries, Inc.; 13Dec65; KK192627.

Join the Royal Netherlands Navy? You? Folder. Appl. author:

Robert E. Clark. © Ticonium Co., division of CMP Industries, Inc.; 16May66; KK194460.

New prosthetic developments, 12 ideas that startled the dental field; Ticon. Folder. Appl. author: G. H. Blinn. © 14Feb66; KK193540.

Put yourself in this processing picture; Tilon. Folder. Appl. author: G. H. Blinn. © Ticonium Co. division of CMP Industries, Inc. (in notice: Ticonium, division of CMP Industries, Inc.); 13Dec66; KK193538.

Something for the girls, dental assistants and dental hygienists. Folder. Appl. author: G. H. Blinn. © Ticonium Co., division of CMP Industries, Inc. (in notice: Ticonium, division of CMP Industries, Inc.); 17Jan66; KK193539.

Sure this is a spider; ticonium is sure strong uniform resilient exact. Folder. Appl. author: A. J. Griffin. © Ticonium, division of CMP Industries, Inc.; 15Nov65; KK192626.

Tilonizing makes the difference, Tilonized dentures fit every type patient. Folder. Appl. author: A. J. Griffin. © Ticonium, division of CMP Industries, Inc.; 17Jan66 (in notice: 1965); KK192628.

Which of these three new prosthetic techniques solves a problem for you? Folder. Appl. author: Robert E. Clark. © Ticonium Co., division of CMP Industries, Inc.; 14Mar66; KK194459.

#### CACTUS-SENTINEL CO. ©

Branded game; 4640. Milton Bradley Co. On wrapper. © 1Jan66; KK194193.

#### CAIRNS, HENRY W. ©

Rox bonds and links; one U.S. gallon. Sticker. © 29Nov65; KK194200.

Rox hydraulic cement; net weight 10 lbs. Sticker. © 29Nov65; KK194201.

Rox latex driveway & concrete floor resurfacer; net weight 10#. Sticker. © 30Nov65; KK194199.

Rox marble stone masonry coating; net weight 10#. Sticker. © 19Jan66; KK194202.

Rox marble stone swimming pool coating; net weight 50#. On sticker. © 11Apr66; KK194668.

#### CAL-DAK INDUSTRIES, INC.

Adjustable 4-position fold-a-way dryer; item no.6423. Folder. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 25Feb66; KK193160.

Apartment-size fold-a-way dryer with smarter, sturdier squared tubing; item no.6421. Folder. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 25Feb66; KK193159.

Celebrity tea cart, handsome wood-grain; item no.1790. Folder. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 25Feb66; KK193158.

The convenience of traditional tea service; fiber glass tea cart; item no.1740. Folder. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 15Feb66; KK193161.

Dealer price list, effective January 1, 1966; tray table line. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 11Feb66; KK192807.

Fabric in fiber glass, Cal-Dak 5-pc. Serv-A-Cart set; item no.4998. Folder. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 1Mar66; KK193461.

Family-size fold-a-way dryer; item no.6422. Folder. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 25Feb66; KK193157.

5-piece Roll-A-Rack tray table set; item no.1148. Folder. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 1Mar66; KK193460.

4 piece, king size, fiber glass hostess set; item no.4988. Folder. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 1Mar66; KK193456.

Lovellier, larger Cal-Dak tray table sets; item no.4748. Folder. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 1Mar66; KK193459.

Make any bed safe for small travelers, Cal-Dak adjustable Bed Rail; item no.7940. Sheet. Appl. author: Zepha Bogert. © 15Jan66; KK192596.

New Cal-Dak laundry cart with utility shelf; item no.6623. Folder. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 15Feb66; KK192870.

New, smarter, sturdier squared tubing; fold-a-way dryers; magic trigger Ironing Caddys. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 18Jan66; KK192472.

New squared tubing frames ... in Cal-Dak Imperial tray table sets. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 1Apr66; KK194210.

Overhang rods for drying more items featured in Cal-Dak all metal fold-a-way dryers; item no.6413. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 15Jan66; KK192595.

The prestige tray table line, Cal-Dak Celebrity 4 piece roll-a-tray set; item no.1928. Folder. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 1Mar66; KK193457.



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The prestige tray table line, Cal-Dak Celebrity tray table sets. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 1Apr66; KK194209.  
Versatile two position tables, Cal-Dak 5 piece Celebrity Duette tray table set; item no.1949. Folder. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 1Mar66; KK193458.
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Artistry in wood; a complete line of residential garage doors. 1 v. Appl. author: Foltz-Wessinger, Inc. © 17Jan66; KK194513.
- CALDWELL, ANDREW E.** See CALDWELL CO.
- CALDWELL, NANCY B.** See CALDWELL CO.
- CALDWELL CO.**  
Custom name badges engraved on durable laminated plastic; model no.2MF. Sheet. © Andrew E. Caldwell (Andy Caldwell) & Nancy B. Caldwell, sole partners, d.b.a. Caldwell Co.; 28Feb66; KK193713.
- CALGON CORP. ©**  
Chemonitor degasser series, Chemonitor analyzers; Chemonitor degasser model RDGR. Folder. © 8Mar66; KK194594.  
Manual/automatic control stations, Chemonitor accessories; model no.484483. Folder. © 26Apr66; KK194595.
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Free, full-color trip guide at the sign of the chevron. Poster. © 23May65; KK192597.  
Look where you're going! [Female in car] (In El Paso herald post, June 18, 1965, p.10) © 18Jun65; KK193375.  
Two things you must take on your vacation; Chevron. (In Laramie daily boomerang) NM: additions. © 29Apr65; KK192243.  
We get letters from very important people; Chevron. (In The Denver post, May 24, 1965, p.42) NM: additions. © 24May65; KK192244.
- CALVERT DISTILLERS CO. ©**  
So beautiful, you could probably get away with it. (In Daily news, New York, Dec. 6, 1965, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 6Dec65; KK191877.  
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Soft whiskey, whiskey with the tiger taken out. (In Time, May 13, 1966, p.3 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 10May66; KK195021.  
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Sweep up savings at our mid-winter blizzard of values. (Marcus Camillus) (In Syracuse herald-journal, Jan. 26, 1966, p.48) Appl. author: Barlow/Johnson, Inc. © 26Jan66; KK192229.
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Featherweight protection, two-man nylon backpacker tent; no.720. Folder. Appl. author: Jack C. Abert. © 8Apr66; KK193912.  
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New for disc electrophoresis, a 12-sample bath for just \$185! (In Science, May 6, 1966, p.807) © 6May66; KK194705.
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Blue Flame gas log lighter. Sheet. (A. I. A. File no.29-F) NM: revisions. © 1Jan66 (in notice: 1965); KK192768.
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1966 book of redwood fences; redwood sun shade. Folder. NM: revisions. © 24Feb66; KK193744.
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Fresh shrimp bait, the bait fish can't resist. Sticker. Appl. author: Zepha Bogert. © Cap'n Jones Bait Shop a.a.d.o. Cap'n Jones Night 'n Day Bait Shop; 25Jan66; KK192673.  
The newest way to bigger bait profits. Folder. Appl. author: Zepha Bogert. © Cap'n Jones Bait shop a.a.d.o. Cap'n Jones Night 'n Day Bait Shop; 25Jan66; KK192674.
- CARANDO, INC. ©**  
Maple Farm brand pure pork sausage; net wt. 12 oz. Sticker. © 1Apr66; KK193851.
- CAREER INSTITUTE, INC. ©**  
Now, mail handling can be easy, fast, economical; the Secretariat. Folder. © 3Jan66; KK193492.
- CAROLINA CAMERA SHOP. ©**  
Palmetto brand fine tobaccos, brandy-wine blend; net weight 8 ounces. Sticker. Appl. author: Sandford Aroneck. © 15Nov65; KK192543.
- CARR, MAC E.**  
The sounds of John Philip Sousa. See AMERICAN SCHOOL BAND DIRECTORS ASSN., INC.
- CARTER, WILLIAM L.**  
Calorie-gram computer alarm; professional aid for weight control. Sheet. © William L. Carter (in notice: W. L. Carter); 27Dec65; KK192363.
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PM DC tachometer generators, motor/tachometers. Folder. (Catalog no.166) Appl. author: Robert W. Carter. © 14Jan66; KK193529.  
Regent motors; Regent universal face mount model MUB1002RF. Sheet. (Bulletin 566A) Appl. author: Robert W. Carter. NM: revision. © 10Mar66; KK193528.
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Cash credit capers; in April, we all make tracks. Folder. Appl. author: Walter E. Shotwell. © 30Mar66; KK193939.  
Cash Credit capers; the lady was all in a huff. Folder. Appl. author: Walter E. Shotwell. © 27Apr66; KK194306.  
Cash Credit capers; you surely deserve a vacation. Folder. Appl. author: Walter E. Shotwell. © 31May66; KK194698.
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Another improvement in Caterpillar-built undercarriage, new D6B shoe increases wear life 15-20%. Sheet. (Selling bulletin) © 26May66; KK195129.  
Caterpillar 489219, a new heavy-equipment battery from Caterpillar. Folder. © 20Apr66; KK194589.  
Do what W. K. Ingram Construction Company does, rely on the man with the \$2,800 answer. Folder. © 7Apr66; KK194381.  
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This bright band means longer engine life at full power. Folder. © 7Apr66; KK194380.  
This custome track service analyst advised against a track repair job. Folder. © 11Apr66; KK194379.  
Use any old bolt here, but not here. Folder. © 17Mar66; KK194528.
- CELLUCLAY CO., INC. ©**  
Instant papier mache, new Cellucloy. Folder. © 30Jan66; KK193873.
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The challenger, six in one geometric puzzle. Card. © Bruce L. Clayton d.b.a. Challenger Toy Co.; 21Jan66; KK193753.
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Every woman alive is a customer for both; Chanel no.5. (In Beauty fashion, May 1966, p.72-73) Appl. author: Norman, Craig & Kummel, Inc. © 1May66; KK194473.

The modern way to carry spray, the spell of Chanel goes with you wherever you go. (In The New Yorker, v.XLII, no.5, p.121) Appl. author: Norman, Craig & Kummel, Inc. © 26Mar66 (in notice: 1965); KK193661.

Surround yourself with Chanel No.22, the perfume of romance. (In The New Yorker, Feb. 5, 1966, p.85) Appl. author: Norman, Craig & Kummel, Inc. © 5Feb66; KK192657.

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This is the spell of Chanel for the bath; Chanel No.5. (In Seventeen, Apr. 1966, p.8-9) Appl. author: Norman, Craig & Kummel, Inc. © 31Mar66; KK194598.

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Handiest paint tool can be used.  
Card. Appl. author: Albert Panken.  
© 2Mar66; KK193761.

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Off shore lights; a glistering  
whistling look. (In Harper's  
bazaar, Apr. 1966, p.19) Appl.  
author: Trahey Advertising, Inc.  
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The official Beatles Disk-Go-Case;  
guarantee. Folder. Appl. author:  
William V. Buchanan. © 24Jun66;  
KK195088.

CHICKEN DELIGHT, INC. ©  
Don't cook tonight, call Chicken  
Delight. Sheet. © 9Sep65;  
KK192620.

CHOCOLATE CO. OF AMERICA. ©  
Famous gourmet chewy pecan pralines.  
Sheet. © 11Apr66; KK193953.

Friendly folks old fashioned candy  
favorites; it's easy to raise  
\$500.00 to \$5,000.00. Sheet.  
© 11Apr66; KK193954.

CHURCH & DWIGHT CO., INC. ©  
Cómo ahorrar dinero cuando va a  
lavar; Arm & Hammer washing soda.  
(In El Diario-la prensa, 19May66,  
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CIRCLE RESEARCH LABORATORIES, INC. ©  
Facts for modern homemakers about  
Circle's premium cleaners; Drain  
Safe. Folder. Appl. author:  
Franklin Fader. © 22Sep65; KK193257.

CITROLEUM CO. ©  
Yankees go home with the most  
wonderful coat of tan. Folder.  
Appl. author: Benjamin Green.  
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CLAIROL, INC. ©  
Are you the same blonde he danced  
with last week; Clairol shampoo.  
(In Life, May 17, 1966, p.28)  
Appl. author: Foote, Cone & Belding.  
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Are you the same blonde he had dinner  
with last week; Clairol shampoo.  
[Port. of blonde with menu, male  
behind her] (In Look, Jan. 25, 1966,  
p.1) Appl. author: Foote, Cone &  
Belding. © 11Jan66; KK192905.

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last week, or has your shampoo faded  
the shade; Clairol shampoo. (In  
Look, Mar. 8, 1966, p.1) Appl. au-  
thor: Foote, Cone & Belding.  
© 22Feb66; KK194172.

Blondes, untanned or suntanned, brush  
on a sunny face, or place, with  
new Clairol Soft-Blush summer duo.  
(In Glamour, June 1966, p.44)  
Appl. author: Foote, Cone & Belding.  
© 20May66; KK194786.

Clairol gives you an easy way to big  
plus profit in haircoloring; Nice  
& Easy. (In Supermarket news, New  
York, Apr. 25, 1966, p.90-91)  
Appl. author: Foote, Cone & Belding.  
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Week. (In Modern beauty shop,  
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cover) Appl. author: Foote, Cone  
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Do you have to hide your hair to  
look prettier; Condition. (In  
Life, Mar. 11, 1966, p.1) Appl.  
author: Foote, Cone & Belding.  
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Does she or doesn't she; Miss Clairol.  
Rowboat. (In Life, Feb. 25, 1966,  
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Cone & Belding. © 21Feb66; KK193301.

Does she, or doesn't she; Miss Clairol  
Hair Color Bath. [Mother with small  
girl holding telephone] (In Ebony,  
Feb. 1966, p.115) Appl. author:  
Foote, Cone & Belding. © 19Jan66;  
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picnic scene] (In Life, Nov. 26,  
1965, p.R2-R3) Appl. author: Foote,  
Cone & Belding. © 22Nov65; KK192076.

Does she, or doesn't she? Miss Clairol  
Hair Color Bath. [Woman & little  
girl blowing out candle on birthday  
cake; 3 family groups] (In Life,  
May 27, 1966, p.50-51) Appl. au-  
thor: Foote, Cone & Belding.  
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girl blowing out candle on birthday  
cake; 3 family groups] (In Look,  
May 17, 1966, p.62-63) Appl. au-  
thor: Foote, Cone & Belding.  
© 3May66; KK194790.

Does she, or doesn't she? Miss  
Clairol, the natural looking hair-  
coloring. Picnic. Poster.  
Appl. author: Foote, Cone & Belding.  
© 23Dec65; KK192164.

Does she, or doesn't she? Miss Clairol  
the natural looking haircoloring  
completely covers gray; Miss Clairol  
Hair Color Bath. [Woman & little  
girl blowing out candle on birthday  
cake] Poster. Appl. author: Foote,  
Cone & Belding. © 25May66;  
KK194785.

Earthlings, beware, Clairol Moon  
Babies are here! (In Ladies'  
home journal, May 1966, p.2 of  
cover & p.1) Appl. author: Foote,  
Cone & Belding. © 26Apr66;  
KK194731.

Fabulous haircoloring offer from  
Clairol; Picture Perfect instant  
color rinse. (In American hair-  
dresser, Feb. 1966, center spread)  
Appl. author: Norman, Craig &  
Kummel, Inc. © 25Jan66; KK193755.  
Free from Clairol, new Summer Blonde,  
the gentle hair lightener. (In  
TV guide, Feb. 5 - Feb. 11, 1966,  
p.A-36--A-37) Appl. author: Foote,  
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Hair So New saves you time, saves  
you trouble, saves you money.  
(In Beauty trade, Apr. 1966, p.4 of  
cover) Appl. author: Foote, Cone  
& Belding. © 29Mar66; KK194721.

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Loving Care hair color lotion by  
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Apr. 1966, p.4 of cover) Appl.  
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How far should a brunette go; Clairol  
Make-Up for brunettes. (In Redbook,  
Mar. 1966, p.115) Appl. author:  
Foote, Cone & Belding. © 22Feb66;  
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How to keep light tints and toners  
fresh and lively between touch-ups.  
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Appl. author: Norman, Craig &  
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all purpose powder lightener turns  
blue to lighten hair whiter. 1 v.  
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How to use Great Day, the man's way  
to remedy gray. 15 p. © 1Jul65;  
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If you're a blonde, blush like one;  
Clairol Soft-Blush. (In Redbook,  
Mar. 1966, p.39) Appl. author:  
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If you're a brunette, blush like one;  
Clairol Soft-Blush. (In Redbook,  
Mar. 1966, p.35) Appl. author:  
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If you're a redhead, blush like one;  
Clairol Soft-Blush. (In Redbook,  
Mar. 1966, p.37) Appl. author:  
Foote, Cone & Belding. © 22Feb66;  
KK193299.

Know how many nail colors you can get  
with any polish you have and  
Clairol's new Tinted Topcoats?  
(In Mademoiselle, June 1966, p.53)  
Appl. author: Foote, Cone & Belding.  
© 30May66; KK194788.

Make your gray hair shine like silver,  
feel like silk; Silk & Silver hair  
color lotion. [Port. of female]  
(In Playbill, Feb. 1966, p.2 of  
cover) Appl. author: Foote, Cone &  
Belding. © 1Feb66; KK192902.

Maybe the real you is a blonde;  
Born Blonde lotion toner. (In  
Philharmonic hall, Mar. 1, 1966,  
p.3 of cover) Appl. author: Doyle  
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KK194108.

No stir, no shake, no fooling; Extra-  
Frosted nail color. (In Ladies'  
home journal, May 1966, p.78)  
Appl. author: Foote, Cone & Belding.  
© 26Apr66; KK194727.

No wonder redheads are supposed to be  
so temperamental, no one ever  
made up to them before; Clairol  
Make-Up for Redheads. (In Vogue,  
Apr. 1, 1966, p.65) Appl. author:  
Foote, Cone & Belding. © 1Apr66;  
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Now a lip gloss that shimmers your  
lips; Flicker Sticks. (In Redbook,  
Mar. 1966, p.34) Appl. author:  
Foote, Cone & Belding. © 22Feb66;  
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Now Clairol has more ways than ever  
to make gray great; Picture Perfect.  
(In Modern beauty shop, June 1966,  
p.80-81) Appl. author: Norman,  
Craig & Kummel, Inc. © 25May66;  
KK195004.

Now from Clairol a new dimension in  
haircoloring, Picture Perfect  
instant color rinse. (In Beauty  
trade, Sep. 1965, center spread)  
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Kummel, Inc. © 15Aug65; KK192965.



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- Now, your school can offer a complete audio visual course in haircoloring including Born Blonde. (In National beauty school journal, Feb. 1966, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1Feb66; KK192726.
- Picture Perfect instant color rinse, color-matched to Born Blonde, Creme Toner and Miss Clairol! (In American hairdresser, Sept. 1965, center spread) Appl. author: Norman, Craig & Kummel, Inc. © 25Aug65; KK193756.
- This is only for the brunettes who rather enjoy having their hair mussed occasionally; Flicker Stick. (In Mademoiselle, June 1966, p.54) Appl. author: Foote, Cone & Belding. © 30May66; KK194719.
- Use Clairol Metalex for quick correction when hair is coated with rinses. (In Beauty trade, Jan. 1966, p.4 of cover) Appl. author: Foote, Cone & Belding. © 1Jan66; KK192725.
- What would you do; Clairol puts know-how at your finger tips; great Clairol white sale; Pure White Creme Developer. (In American hairdresser, Dec. 1965, p.13-16) Appl. author: Foote, Cone & Belding. © 20Nov65; KK193310.
- What would you do if your rinses weren't taking evenly; Metalex. (In Modern beauty shop, Jan. 1966, p.85-87) Appl. author: Foote, Cone & Belding. © 24Dec65 (in notice: 1966); KK192724.
- What would you do if your tints and tones came up with too much red or gold; Ultra Blue Creme Developer. (In Modern beauty shop, Feb. 1966, p.73-75) Appl. author: Foote, Cone & Belding. © 25Jan66; KK193312.
- What would you do to get lighter, more delicate shade results with single process color; Miss Clairol Hair Color Bath. (In Modern beauty shop, Apr. 1966, p.37-39) Appl. author: Foote, Cone & Belding. © 25Mar66; KK193718.
- What would you do to give your patrons custom frosting easily, speedily; Basic White. (In Modern beauty shop, May 1966, p.51-54) Appl. author: Foote, Cone & Belding. © 25Apr66; KK194724.
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- What's the big idea? Clairol cosmetics with more big, blooming ideas to make your sales blossom. (In Drug topics, May 2, 1966, p.24-25) Appl. author: Foote, Cone & Belding. © 2May66; KK194791.
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- Women say, gray's gone in 5 minutes; Clairol Five Minute Color. Poster. Appl. author: Foote, Cone & Belding. © 21Mar66; KK194169.
- Your Clairol check list, don't run out; Miss Clairol. (In American hairdresser, Dec. 1965, p.18-19) Appl. author: Foote, Cone & Belding. © 20Nov65; KK193311.

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CLEVELAND EQUIPMENT DIVISION, DETROIT ENGINEERING & MACHINE CO. See DETROIT ENGINEERING & MACHINE CO. CLEVELAND EQUIPMENT DIVISION.

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CLOROBEN CHEMICAL CORP. © We're investing \$100,000 in your business. (Marketing program mailer) Folder. © 10Mar66; KK193155.

CLOROX CO. © Clorox needed. [Girl's volley ball team & coach] (In Better homes & gardens, May 1966, p.7) Appl. author: Honig-Cooper & Harrington. © 1May66; KK194375.

Clorox needed because weak bleach leaves this dirt in. [Six girls at ballet bar] (In Good House-keeping, Feb. 1966, p.5) Appl. author: Honig-Cooper & Harrington. © 1Feb66; KK192714.

Meet the new white giant; new 1 1/2 gallon size Clorox cleans a mountain of wash. (In California living (San Francisco examiner and chronicle) Jan. 23, 1966, p.8) Appl. author: Honig-Cooper & Harrington. © 23Jan66; KK192711.

Our bleach is too weak for this dirt; Clorox gets out dirt weak bleaches leave in. (In The Cincinnati pictorial enquirer, Jan. 9, 1966, p.15) Appl. author: Honig-Cooper & Harrington. © 9Jan66; KK192713.

Ridiculous, how could Zsa Zsa possibly win a laundry contest; Clorox bleach. (In The Atlanta journal and constitution magazine, Jan. 9, 1966, p.13) Appl. author: Honig-Cooper & Harrington. © 9Jan66; KK192712.

## COCA-COLA CO. ©

Attention hero worshippers, a foot or so of sandwich takes a lot of washing down. (In Seventeen, Apr. 1966, p.188) Appl. author: McCann-Erickson, Inc. © 24Mar66; KK194776.

Boss drink, things go better with Coke after Coke after Coke. (In Boys' life, Feb. 1966, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 25Jan66; KK193515

Coca-Cola has the taste you never get tired of. Poster. Appl. author: McCann-Erickson, Inc. © 1May66; KK194781.

Coca-Cola has the taste you never get tired of. [Three female ports.] (In Sepia, Feb. 1966, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 5Jan66; KK193516.

Coca-Cola has the taste you never get tired of. [Three male ports.] (In Sepia, Mar. 1966, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 5Feb66; KK193517.

Coca-Cola has the taste you never get tired of. [Three views of girl holding bottle] (In Sepia, Apr. 1966, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 5Mar66; KK194759.

Coca-Cola tiene el sabor que nunca cansa. Poster. Appl. author: McCann-Erickson, Inc. © 15Mar66; KK194782.

Drink Coca-Cola; chug a lug, a lug, a lug, a lug; and you're still not tired of the taste of Coke. (In Sport, Mar. 1966, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 20Feb66; KK194762.

Drink Coca-Cola. Too much of a good thing? Definitely not. (In Life, Mar. 11, 1966) Appl. author: McCann-Erickson, Inc. © 7Mar66; KK194763.

Enjoy a fireside picnic, piping-hot cheeseburgers; things go better with Coke. (In Sepia, Jan. 1966) Appl. author: McCann-Erickson, Inc. © 5Dec65 (in notice: 1966); KK193514.

The fifth bottle will taste as good as the first; Coca-Cola. (In Life, Feb. 11, 1966, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 7Feb66; KK193518.

For extra fun, take more than one; take an extra carton of Coke. [Girl riding bicycle; 2 girls riding tandem bicycle] (In Sepia, June 1966, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 5May66; KK194760.

For extra fun, take more than one; take an extra carton of Coke. [Two girls riding tandem bicycle] (In Family circle, June 1966, p.89) Appl. author: McCann-Erickson, Inc. © 17May66; KK194761.

For the taste you never get tired of. Pitcher. Poster. Appl. author: McCann-Erickson, Inc. © 2May66; KK194783.

For the taste you never get tired of. (Pouring bottle) Poster. Appl. author: McCann-Erickson, Inc. © 1Mar66; KK193084.

Free new holiday ideas in cartons of Coke. Santa Claus holiday ideas. Poster. Appl. author: McCann-Erickson, Inc. © 1Dec65; KK192114.

Glass in ice; fountain. Poster. Appl. author: McCann-Erickson, Inc. © 1Jul65; KK195061.

Go with the pros; things go better with Coke. Poster. Appl. author: McCann-Erickson, Inc. © 10Oct65; KK192115.

- I want a hot dog with everything, that includes ice cold Coca-Cola. (In Sepia, May 1966, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 5Apr66; KK194777.
- I want a hot dog with everything, that includes ice cold Coca-Cola. (In The Reader's digest, May 1966) Appl. author: McCann-Erickson, Inc. © 25Apr66; KK194778.
- Ice cold Coca-Cola has the taste you never get tired of. (In Life, Apr. 1, 1966) Appl. author: McCann-Erickson, Inc. © 28Mar66; KK194779.
- So there was this swingin' affair. (In Teen, June 1966, p.75) Appl. author: McCann-Erickson, Inc. © 9May66; KK194775.
- Things go better with Coke. (Sandwich, salad & Coke) Poster. Appl. author: McCann-Erickson, Inc. © 3Jan66 (in notice: 1965); KK193082.
- Think big, buy big, save big. (In Good housekeeping, Apr. 1966) Appl. author: McCann-Erickson, Inc. © 21Mar66; KK194774.
- You never get tired of the taste that Coke has. (Bottles) Poster. Appl. author: McCann-Erickson, Inc. © 1Feb66; KK193083.
- COCA-COLA CO. DUNCAN FOODS CO. See DUNCAN FOODS CO.
- COFFEE HOUSE IMPORTS CO. © Imported Coffee House liqueur, put 4 gifts in one under the tree. (In The New Yorker, Dec. 11, 1965, p.140) © 11Dec65; KK194180.
- COHEN, SHERMAN L. See CBA ASSOCIATES, INC.
- COLGATE PALMOLIVE CO. © Do something about cavities now, get Colgate, the big one. (In Redbook, July 1964) Appl. author: Ted Bates & Co., Inc. © 22Jun64; KK192836.
- Don't be surprised when your manicurist softens your hands in this new dishwashing liquid; Madge, the manicurist knows. (In Good housekeeping, May 1966) Appl. author: Ted Bates & Co., Inc. © 20Apr66; KK194910.
- Get a cold; 100 mouthwash. (In Day Jewish journal, Feb. 9, 1966, p.2) Title transliterated. Text in Hebrew. Appl. author: Ted Bates & Co. © 9Feb66; KK193672.
- Here are two of the best reasons why Colgate is the world's largest selling anti-cavity toothpaste. (In Life, Jan. 29, 1965, p.71) Appl. author: Ted Bates & Co., Inc. © 25Jan65; KK192655.
- How can you improve on the good old reliable soap pad; Ajax power pads. (In Scranton times, Apr. 6, 1966, p.12) Appl. author: Norman, Craig & Kummel, Inc. © 6Apr66; KK195006.
- Introducing Country Cookery by Stermo, a handsome new line of high profit heat 'n cook servers. (In Home furnishings daily, Jan. 10, 1966, p.11) Appl. author: Ted Bates & Co., Inc. © 10Jan66; KK192927.
- Look beautiful new invention; clear clean, emerald green Palmolive dishwashing liquid. (In Good housekeeping, Jan. 1966) Appl. author: Ted Bates & Co., Inc. © 20Dec65; KK194663.
- Look, beautiful new invention; Palmolive dishwashing liquid. (In Good housekeeping, Mar. 1966) Appl. author: Ted Bates & Co. © 20Feb66; KK193674.
- New from Colgate, concentrated cleaning power especially for electric toothbrushes; Electrx. (In Good housekeeping, Feb. 1966, p.200) Appl. author: Ted Bates & Co. © 17Jan66; KK193673.
- When you go out tonight, who looks after Johnny? Colgate dental cream. (In Cue, Mar. 12, 1966, p.5) Appl. author: Ted Bates & Co., Inc. © 10Mar66; KK194662.
- You can buy a cheaper hair spray than new Respond, but not with protein. (In Buffalo evening news, Mar. 10, 1966, p.59) Appl. author: Norman, Craig & Kummel, Inc. © 10Mar66; KK193573.
- COLLEGE INN DIVISION, PENICK & FORD LTD., INC. See PENICK & FORD LTD., INC. COLLEGE INN DIVISION.
- COLONIAL PAY SYSTEMS. 1966 day-by-day planning calendar. 1 v. Appl. author: Hyman Brechner. NM: additions & revisions. © Colonial Pay Systems, a subsidiary of Colonial Salesbook Corp.; 24Nov65; KK194000.
- COLUMBIA PRINTING CO. © Personalized calendar memo sheet. Sheet. © 31Dec65; KK192771.
- COMET RICE MILLS, INC. © Adolphus long grain, enriched rice; 2 lbs. net wt. On folding carton. NM: revision & additions. © 18Aug65; KK193494.
- COMMONWEALTH EDISON CO. © But Bernie, said Bernie's wife, it's so smart to buy electric air conditioning in April. (In Chicago tribune, Apr. 8, 1966, section 1, p.16) © 8Apr66; KK194318.
- Discover the new 1966 electric ranges, the modern way to a cleaner kitchen; special bonus, free wiring. (In Chicago tribune, Mar. 1, 1966, section 1, p.15) © 1Mar66; KK193080.
- For the people who plan to buy or build this year; straight answers and full truths about electric heat. (In Chicago tribune, Apr. 6, 1966, section 1A, p.6-7) © 6Apr66; KK194319.
- Lifetime batting average, .999 plus. (In Chicago daily news, May 21, 1966, section 2, p.17) © 21May66; KK195008.
- COMO, MALOU. See AMERICAN INTERNATIONAL GREETING CARD CO.
- CONARD-PYLE CO. © Roses of distinction from the house of Star Roses. Poster. NM: additions. © 2Jun66; KK194992.
- CONLAN-SIELOFF INDUSTRIES, INC. © Dispose-a-Brush, the disposable paint brush. Card. © 10May66; KK194355.
- Refill applicators for Dispose-a-Brush, the disposable paint brush. On bag. © 15Mar66; KK194354.
- CONSOLIDATED FOODS CORP. See LOWE (JOE) CO.
- CONSUMER PRODUCTS DIVISION, A. O. SMITH CORP. See SMITH (A. O.) CORP. CONSUMER PRODUCTS DIVISION.
- CONTINENTAL HOMES, INC. © The Mark VI line by Continental. 1 v. © 28Oct64 (in notice: 1965); KK193347.
- CONTINENTAL ILLINOIS NATIONAL BANK & TRUST CO. OF CHICAGO. © Ah, Mexico, that sleepy, simple, primitive land below. (In Fortune, Nov. 1965, p.90) Appl. author: Earle Ludgin & Co. © 1Nov65; KK193929.
- Be a little richer, do you know how to make a family budget really work? (In Chicago tribune, Feb. 28, 1966, p.18) Appl. author: Earle Ludgin & Co. © 28Feb66; KK194134.
- Continental Bank opens in Mexico. [Quetzalcoatl bird] (In Chicago tribune, Jan. 26, 1966, p.4) Appl. author: Earle Ludgin & Co. © 26Jan66; KK193058.
- From the desk of David M. Kennedy, to the Directors, these are excellent figures. (Statement of condition) (In Chicago tribune, Jan. 7, 1966, section 3, p.6) Appl. author: Earle Ludgin & Co. © 7Jan66; KK194556.
- Jack Murdoch built his business on horse sense, spirit, and a little bit of luck. (In Time, Mar. 11, 1966, p.31) Appl. author: Earle Ludgin & Co. © 8Mar66; KK194138.
- Join the party, the best way to sell the public on the benefits of doing business. (In American banker, Oct. 5, 1965, p.15) Appl. author: Earle Ludgin & Co. © 5Oct65; KK192613.
- Let us help you, that's what we're here for. (In American banker, Oct. 4, 1965, p.37) Appl. author: Earle Ludgin & Co. © 4Oct65; KK192612.
- Open a spending account; new homes for growing families. (In Chicago tribune, Jan. 10, 1966, section 2A, p.23) Appl. author: Earle Ludgin & Co. © 10Jan66; KK192847.
- Please don't handle the Federal Agencies. (In The Wall Street journal, Nov. 11, 1965, p.21) Appl. author: Earle Ludgin & Co. © 11Nov65; KK192616.
- Please don't squeeze the municipals. (In The Wall Street journal, Oct. 28, 1965, p.24) Appl. author: Earle Ludgin & Co. © 28Oct65; KK192615.
- See you soon, as this year's convention ends. (In American banker, Oct. 6, 1965, p.27) Appl. author: Earle Ludgin & Co. © 6Oct65; KK192614.
- Some of our best money isn't green. (In Time, Mar. 4, 1966, p.66-67) Appl. author: Earle Ludgin & Co. © 1Mar66; KK194136.
- To save money, check here. (In Chicago daily tribune, Nov. 1, 1965, p.20) Appl. author: Earle Ludgin & Co. © 1Nov65; KK193931.
- We grow cotton on a marble floor in Chicago. (In Business week, Apr. 2, 1966, p.10-11) Appl. author: Earle Ludgin & Co. © 1Apr66; KK194137.
- We move freight payments at the speed of light. (In Chicago tribune, Jan. 19, 1966, section 3, p.9) Appl. author: Earle Ludgin & Co. © 19Jan66; KK192848.
- CONTINENTAL OIL CO. © Be an early bird and save with Conoco's early delivery farm discounts. (In Nebraska farmer, Aug. 7, 1965, p.11) © 7Aug65; KK194996.
- Gambling with machinery, not Howard Conrad, he knows that dependable Conoco products and service pay off better, and has records to prove it! (In Colorado rancher and farmer, Aug. 28, 1965, p.4 of cover) © 28Aug65; KK195000.
- Go ahead, buy another bull. (In Utah farmer, Aug. 5, 1965, p.4 of cover) © 5Aug65; KK194995.
- Ride the hot one, hottest brand going; Conoco. (In Colorful Colorado, spring 1966, p.2) © 21Mar66; KK193920.



## CONTINENTAL OIL CO.-Con.

Ride the hot one, hottest brand going, now, the hottest brand's in orbit, new 21st century concept for Conoco. (In The Oil daily, May 2, 1966, p.5-6) © 2May66; KK194997.

Ride the hot one to an exciting career, if your specialty's here; Conoco. (In 1966 career for the college man) © 7Feb66 (in notice: 1965); KK192667.

Ride the hot one, Wilford Wisdom does, 22 years without a breakdown, thanks to Conoco. (In Montana farmer-stockman, May 5, 1966, p.12-13) © 5May66; KK194999.

2 more quality gasolines from Conoco, new Conotane, new Super gasolines. (In Des Moines tribune, metro ed., Apr. 18, 1966, p.5) © 18Apr66; KK195001.

2 more quality gasolines from Conoco, new Conotane, new Super in addition to Regular and Premium. (In Des Moines tribune, metro ed., May 3, 1966, p.6) © 3May66; KK195002.

Want more years per tractor, after 20 years with Conoco products only, Byrd Buckner's tractor is still going strong. (In The Oklahoma farmer-stockman, Aug. 1965, p.4 of cover) © 5Aug65; KK194998.

## COOK (H. C.) CO. ©

Gem catch-all nail clipper set. Folder. © 21Dec64 (in notice: 1965); KK194640.

Gem 550 a new and larger nail clipper with fold-away file. Card. © 28Mar66; KK193668.

Gem T-600, new toe nail clipper with fold-away file. Card. © 5Mar66; KK193669.

## COOL-IT, INC. ©

An aromatic after shave, cool as a mermaid's kiss; 4 fl. oz. On folding carton. © 2Jan66; KK192469.

## COPIER DIVISION, DENNISON MANUFACTURING CO. See DENNISON MANUFACTURING CO. COPIER DIVISION.

## COPLAN, KATE.

Food & cookery. See OCEANA PUBLICATIONS, INC.

Music and music makers, no.2 in Oceana's display library, 1965. See OCEANA PUBLICATIONS, INC.

## CO-RIVER CITRUS CO.

Lbs. Down slim and sweet the grapefruit treat; 5 lbs. net wt. On bag. © Co-River Citrus Co., a division of Heggblade-Marguleas Co.; 15Nov64; KK192897.

Slim and sweet, the grapefruit treat, Sun-Diet; 5 lbs. net wt. On bag. © Co-River Citrus Co., a division of Heggblade-Marguleas Co.; 15Nov64; KK192896.

## COST-LESS DRUGS, INC. See LANDER'S LABORATORIES.

## COVENTRY (SARAH) INC. ©

Even if you can't read Hindi ... Song of India pin and earrings. (In Redbook magazine, Jan. 1966, p.10) Appl. author: Rumrill-Hoyt, Inc. © 22Dec65; (in notice: 1966); KK192675.

Honey West solves the great jewel case; moonflower pin. [Endorsed by Anne Francis] (In TV guide, May 14-20, 1966, p.3 of cover) Appl. author: Rumrill-Hoyt, Inc. © 11May66; KK194622.

## COWLES EDUCATIONAL BOOKS, INC. ©

Now ... an amazingly complete and useful one-volume encyclopedia. [Book with skyline background] (In The New York times book

review, Mar. 6, 1966, p.23-25)

Appl. author: Rapp & Collins, division of Foote, Cone & Belding. © 6Mar66; KK194168.

## CRAMER ELECTRONICS, INC. ©

Cramergram.

Oct. 1965. © 26Oct65; KK192393.

## CRAMER-KRASSELT CO. ©

Produce any of these materials? If so, your plant belongs in Wisconsin. (In The Wall Street journal, eastern ed., Mar. 30, 1966, p.8) © 30Mar66; KK193957.

## CREATIVE DISPLAYS, INC. ©

Helene Curtis Tender Touch floor merchandiser set-up instructions. Sheet. © 18Feb66; KK193414.

Helene Curtis Tender Touch soapette offer counter display set up instructions. Sheet. © 18Feb66; KK193413.

How to assemble your Flavor Kist spring dangler. Sheet. © 27Feb66; KK193938.

How to assemble your Helene Curtis color mirror hair coloring demonstrator. Sheet. © 10Mar66; KK193427.

How to assemble your Helene Curtis cordless electric hair brush display. Sheet. © 1Mar66; KK193433.

How to assemble your Helene Curtis spray net Empire cordless electric hair brush display. Sheet. © 1Mar66; KK193432.

How to assemble your Helene Curtis Suave conditioner and hair dressing McCall's dress patterns counter display. Sheet. © 7Mar66; KK193446.

How to assemble your Helene Curtis Suave Special shelf extender featuring special McCall's dress patterns offer. Sheet. © 7Mar66; KK193449.

How to assemble your Johnson white shoe polish floor merchandiser. Sheet. © 2Mar66; KK193429.

How to assemble your Walgreen Super Aytinal floor display. Sheet. © 22Feb66; KK193405.

How to set up Walgreen fragrances floor merchandiser. Sheet. © 10Mar66; KK193436.

How to set up your Bactine floor merchandiser, no.2047. Sheet. © 28Feb66; KK193434.

How to set up your Bactine floor merchandiser, no.2048. Sheet. © 28Feb66; KK193435.

How to set up your Brylcreem floor merchandiser. Sheet. © 28Feb66; KK193934.

How to set up your Brylcreem header card. Sheet. © 28Feb66; KK193402.

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How to set up your floor merchandiser. Sheet. © 9Mar66; KK193441.

How to set up your Helene Curtis Colorescence counter display card. Sheet. © 20Feb66; KK193412.

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How to set up your Helene Curtis illuminated beauty salon window display. Sheet. © 25Feb66; KK193403.

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How to set up your J-Wax automotive counter display. Sheet. © 10Jan66; KK193423.

How to set up your Johnson wax Crew floor merchandiser. Sheet. © 10Jan66; KK193426.

How to set up your Johnson Wax Off floor merchandiser. Sheet. © 21Feb66; KK193407.

How to set up your Johnson Wax roll-up pole display. Sheet. © 25Feb66; KK193404.

How to set up your Kings Men counter display. Sheet. © 1Mar66; KK193431.

How to set up your Kings Men tester. Sheet. © 18Feb66; KK193416.

How to set up your Leeming-Pacquin time to save display. Sheet. © 3Mar66; KK193452.

How to set up your Lenthieric Tweed cologne mist counter display. Sheet. © 20Feb66; KK193409.

How to set up your M & M's candies spring basket of values display. Sheet. © 7Mar66; KK193450.

How to set up your McCormick Clear Top floor merchandiser. Sheet. © 20Feb66; KK193411.

How to set up your Macleans clear top floor merchandiser. Sheet. © 10Jan66; KK193424.

How to set up your Mennen floor merchandiser. Sheet. © 9Mar66; KK193437.

How to set up your Mennen floor merchandiser. Sheet. © 10Mar66; KK193438.

How to set up your Mennen floor merchandiser. Sheet. © 15Mar66; KK194203.

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How to set up your Red Lilac counter display. Sheet. © 3Mar66; KK193428.

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How to set up your Walgreen Anidon floor merchandiser. Sheet. © 10Jan66; KK193421.

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How to set up your Walgreen Glide Celenate floor merchandiser. Sheet. © 10Jan66; KK193420.

How to set up your Walgreen hand lotion floor merchandiser. Sheet. © 9Mar66; KK193442.

How to set up your Walgreen Hillrose K floor merchandiser. Sheet. © 9Mar66; KK193443.

How to set up your Walgreen insect repellent floor merchandiser. Sheet. © 5Jan66; KK193417.

How to set up your Walgreen Lord Briargate floor merchandiser. Sheet. © 9Mar66; KK193444.

How to set up your Walgreen Smooth & Gentle floor merchandiser. Sheet. © 5Jan66; KK193418.

How to set up your Walgreen Super Aytinal merchandiser. Sheet. © 22Feb66; KK193406.

How to set up your Walgreens counter display. Sheet. © 15Feb66; KK193936.

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Quick set up instructions for your Ben Gay merchandiser. Sheet. © 15Feb66; KK193935.  
Quick set up instructions for your Pacquin hand cream merchandiser. Sheet. © 10Jan66; KK193422.  
Quick set up instructions for your Pacquin hand cream merchandiser. Sheet. © 20Feb66; KK193410.  
To set up your plastic arch kit. Sheet. © 8Mar66; KK193445.

CREATIVE PRODUCTS, INC. ©  
Shopping cart; win \$25 cash, plus \$25 in groceries, play the Food King puzzle game. 9 stickers & 1 sheet. © 27Dec65; KK192181.

CROCKER-CITIZENS NATIONAL BANK, SAN FRANCISCO.  
Corporate treasurers, at Crocker-Citizens, cash means instant investment. (In The Wall Street Journal, Pacific Coast ed., July 21, 1965, p.9) © Crocker-Citizens National Bank; 21Jul65; KK192625.

CRONAME, INC. ©  
World of glamour designs; CroCut. Folder. Appl. author: William R. Soderberg. © 1May66; KK194959.

CROSS (A. T.) CO. ©  
A symbol of personal attainment, Cross since 1846. (In The New Yorker, Apr. 23, 1966, p.131) Appl. author: Potter-Hazlehurst, Inc. © 21Apr66; KK194143.  
A symbol of personal attainment, there is only one Master's trophy ... there is only one Cross, America's finest writing instruments since 1846. (In The New Yorker, Mar. 19, 1966, p.171) Appl. author: Potter-Hazlehurst, Inc. © 17Mar66; KK193918.  
12 karat gold filled writing instruments guaranteed for a lifetime of writing pleasure. (In The New Yorker, Feb. 26, 1966, p.108) Appl. author: Potter-Hazlehurst, Inc. © 24Feb66 (in notice: 1965); KK193400.

The warm elegance of sterling silver in America's finest writing instruments. (In Sports Illustrated, Feb. 7, 1966, p.10) Appl. author: Potter-Hazlehurst, Inc. © 2Feb66 (in notice: 1965); KK193076.

CULLINAN RANCH, INC. ©  
Originators of Cullinan's DFI, direct farm or ranch idolizing; dear livestock producer. (In The Arthur enterprise, Mar. 31, 1966, p.3) Appl. author: H. H. Cullinan. © 31Mar66; KK194659.

CULMINAL, INC. ©  
Cream for premature ejaculation; net weight: 1 oz. Sticker. Appl. author: Frederic Damrau. © 28Mar66; KK193899.  
Satisfy your wife. (In The Low-down, May 1966, p.41) Appl. author: Frederic Damrau. © 22Mar66; KK194333.

CURTIS, JOSEPH A., JR. ©  
Poison pack, cigarette package carrying case. Sticker. © 13Jun66; KK194919.

CUSTOMWOOD MANUFACTURING CO. ©  
Designs carved in clear acrylic sheets; Customwood trips the light fantastic. Sheet. Appl. author: Robert T. Bogan, Jr. © 20Jun65; KK193203.  
Something new has happened to the carved wood grille; Ramo-1. Sheet. Appl. author: Robert T. Bogan, Jr. © 20Jun65; KK193204.

DCA FOOD INDUSTRIES, INC.  
Gold Mine Sparkle cake coated sundae bars; chocolate eclair; 6, 3 fl. oz. bars. On folding carton. © DCA a.a.d.o. DCA Food Industries, Inc.; 9Feb66 (in notice: 1965); KK192799.

DMS, INC. See DALE MARINE STORE, INC.

DALE MARINE STORE, INC.  
Branch Water; half gallon net. Sticker. Appl. states prev. reg. KK189854. NM: revision. © DMS, Inc. a.a.d.o. Dale Marine Store, Inc.; 16Nov65; KK192047.

DALTON (EDWARD) CO., MEAD JOHNSON & CO. See MEAD JOHNSON & CO.

DANBY FARM.  
At Danby Farm the school bell is ringing for ponies and people. (In American Shetland pony Journal, Nov. 1965, p.28) © Danby Farm, solely owned by Daniel & Beatrice Langfeld; 1Nov65; KK193149.

Nationally famous ponies, auction sale by mail. (In Your pony, Mar. 1966, p.22-24) © Danby Farm, solely owned by Daniel & Beatrice Langfeld; 25Mar66; KK193946.

School of horsemanship and horse husbandry. Sheet. © Danby Farm, solely owned by Daniel & Beatrice Langfeld; 25May66; KK194881.

School of horsemanship and horse husbandry, learn by doing. (In Your pony, Apr. 1966, p.2 of cover) © Danby Farm, solely owned by Daniel & Beatrice Langfeld; 25Apr66; KK194882.

DANIEL (JACK) DISTILLERY.  
Is it the sour mash process that makes Jack Daniel's different? (In Bev, Mar. 1, 1966, p.3) Appl. author: Gardner Advertising Co., Inc. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 1Mar66 (in notice: 1965); KK193182.

Is it the sour mash process that makes Jack Daniel's different? (In Bev/New York, Feb. 1, 1966, p.19) Appl. author: Gardner Advertising Co., Inc. © 1Feb66 (in notice: 1965); KK192973.

Why is Jack Daniel's located in Lynchburg, Tennessee; Old no.7. (In Bev, New York, Dec. 1, 1965, p.19) Appl. author: Gardner Advertising Co., Inc. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 1Dec65; KK192235.

Your friends at Jack Daniel's wish all the folks of the Bing Crosby Pro-Am; Old no.7. (In 25th annual Bing Crosby national pro-amateur golf program, Jan. 20-22, 1966, p.4 of cover) Appl. author: Gardner Advertising Co., Inc. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 20Jan66; KK193785.

DANIEL (JACK) DISTILLERY, LEM MOTLOW, PROP., INC. ©  
One of the few things that stir up the ducks at Jack Daniel's is a truckload of whiskey; Old no.7. (In The Atlantic, Nov. 1965, p.163) Appl. author: Gardner Advertising Co., Inc. © 1Nov65; KK191948.

DANIEL (JACK) DISTILLERY, LEM MOTLOW, PROP., INC. See DANIEL (JACK) DISTILLERY.

DANJAQ, S.A.  
Enter the dangerous world of James Bond 007, play it if you dare. See GILDROSE PRODUCTIONS, LTD.  
James Bond 007 goldfinger game. See GILDROSE PRODUCTIONS, LTD.

DEJUR-AMSCO CORP. ©  
Grundig price list, Stenorette Embassy; dictating/transcribing machine; effective date: Mar. 1, 1965. Sheet. © 11Mar65; KK193747.

Incredible achievement in tape recorder miniaturization; Stenorette Versatile EN 3. Sheet. © 8Nov65; KK193581.

Price list Stenorette Versatile II, the new and improved portable dictating machine; effective date Sept. 1965. Sheet. © 18Nov65; KK193582.

DE MARKOFF, ALEXANDRA.  
Turnover; Countess Isserlyn make-up no.96 1/2. (In Beauty fashion, Feb. 1966, p.45) © Alexandra de Markoff a.a.d.o. Alexandra de Markoff Sales Corp.; 10Feb66; KK192718.

DE MARKOFF (ALEXANDRA) SALES CORP.  
The big ticket; Countess Isserlyn. (No.1 in a series to retail management) (In Women's wear daily, Apr. 29, 1966, p.3) © Alexandra de Markoff a.a.d.o. Alexandra de Markoff Sales Corp.; 29Apr66; KK194462.

The big ticket; Countess Isserlyn make-up. (No.3 in a series to retail management) (In Women's wear daily, June 6, 1966, p.3) © Alexandra de Markoff a.a.d.o. Alexandra de Markoff Sales Corp.; 6Jun66; KK194982.

The big ticket; Countess Isserlyn make-up no.96 1/2. (In Beauty fashion, Jan. 1966, p.39) © Alexandra de Markoff a.a.d.o. Alexandra de Markoff Sales Corp.; 10Jan66; KK192111.

The big ticket; Countess Isserlyn make-up no.96 1/2. (No.2 in a series to retail management) (In Women's wear daily, May 20, 1966, p.3) © Alexandra de Markoff a.a.d.o. Alexandra de Markoff Sales Corp.; 20May66; KK194632.

Repeat after me, Countess Isserlyn. (In Beauty fashion, Mar. 1966, p.59) © Alexandra de Markoff a.a.d.o. Alexandra de Markoff Sales Corp.; 10Mar66; KK193222.

Who'd ever dream of a brush on cream? (In Harper's bazaar, Mar. 1966, p.127) © Alexandra de Markoff a.a.d.o. Alexandra de Markoff Sales Corp.; 1Mar66; KK192995.

DEMARKS, RUSSELL E.  
Watch for the thrilling adventures of Speed Douglas; comic strip. (In Editor & publisher, Nov. 27, 1965, p.50) © Russell E. Demarks (in notice: Russ DeMarks); 27Nov65; KK193799.

DEN FUN GROUP, PRODUCT RESEARCH ASSOCIATES. See PRODUCT RESEARCH ASSOCIATES. DEN FUN GROUP.

DENNEY (FRANCES) INC. ©  
Play-of-Light; it's the fool-the-eye make-up accent. Sheet. © 8Feb66; KK192720.



## DENNISON MANUFACTURING CO. COPIER

## DIVISION. ©

Break up the copy break; Dennison Copier. (In Administrative management, Feb. 1, 1966, p.44) Appl. author: Horton, Church & Goff, Inc. © 1Feb66; KK194990.

How far should a good girl go for a couple of copies; Dennison Copier. (In Business week, Jan. 22, 1966, p.10) Appl. author: Horton, Church & Goff, Inc. © 22Jan66; KK194984.

Insert a coin make a copy; Dennison Coin-Cop Copier. (In College & university business, Feb. 1, 1966, p.29) Appl. author: Horton, Church & Goff, Inc. © 1Feb66; KK194986.

One for the books: a copier with a built-in auditor; Dennison Copier. (In Financial executive, Mar. 1, 1966, p.23) Appl. author: Horton, Church & Goff, Inc. © 1Mar66; KK194985.

See for yourself, the Dennison Copier introduces a new level in copying quality. (In Administrative management, Jan. 2, 1966, p.14) Appl. author: Horton, Church & Goff, Inc. © 2Jan66; KK194989.

Where else can you get an employee that stands in a corner, performs for peanuts and works 'till it's blue in the face; Dennison Copier. (In The New York times, NSOEa supplement, Apr. 10, 1966, p.15) Appl. author: Horton, Church & Goff, Inc. © 10Apr66; KK194987.

Will people put their money into a copier like this, you bet they will; Dennison Copier. (In Borroughs clearing house, Mar. 1, 1966, p.74) Appl. author: Horton, Church & Goff, Inc. © 1Mar66; KK194988.

## DETROIT ENGINEERING &amp; MACHINE CO.

## CLEVELAND EQUIPMENT DIVISION. ©

It's Cleveland from formgrading to finish; revolutionary new Infi-Torq drive for Cleveland DRMCO D-640 grader! (In Construction equipment & materials, Apr. 15, 1966, p.116-117) Appl. author: Meldrum & Fewsmith, Inc. © 15Apr66; KK194874.

## DEXTER AXLE CO., INC. ©

Road ranger axle assembly for travel trailers. (In Mobile home/travel trailer dealer, Feb. 20, 1966, p.85) © 20Feb66; KK193896.

Trail blazer axle assembly. (In Mobile home, travel trailer dealer magazine, Jan. 5, 1966, p.7) © 5Jan66; KK194876.

## DICKEL (GEORGE A.) &amp; CO. ©

Dickel doin's, Geo. Dickel offers a quiet toast to the season; George Dickel Tennessee sour mash whisky. (In Connecticut beverage journal, Nov. 1965, p.105) © 1Nov65; KK194935.

Dickel Doin's, now two great whiskies from Tennessee, Geo. A. Dickel & Co. adds old No.8 brand. (In Southern beverage journal, Oct. 1, 1965, p.23) © 1Oct65; KK193472.

Dickel Doin's; there never has been enough Tennessee sour mash to go around. (In The Wall Street Journal, Mar. 9, 1966, p.2) © 9Mar66; KK194864.

Dickel Doin's, we put up George Dickel Tennessee sour mash whisky in two kinds of bottles. (In The Wall Street Journal, Nov. 4, 1965, p.32) © 4Nov65; KK193475.

Mother Nature worked her magic on Mr. Dickel's whisky; George Dickel Tennessee sour mash whisky. (In The New Yorker, Oct. 2, 1965, p.175) © 2Oct65; KK194936.

New 100 years ago, a century ago folks were talking about a new kind of whisky. (In Peoria Journal star, Oct. 18, 1965, p.B4) © 18Oct65; KK193477.

Now, two great whiskies from Tennessee George Dickel No.12 and No.8. (In The San Antonio light, Sept. 27, 1965, p.15) © 27Sep65; KK193471.

A quiet toast to the season; George Dickel Tennessee sour mash whisky. (In Delta review, holiday 1965, p.4) © 1Nov65; KK194934.

## DISHART, HARRY S. ©

The 27 in 1; American family defender, relaxer and helper. Sheet. © 9Sep65; KK191989.

## DISNEY (WALT) PRODUCTIONS. ©

Walt Disney Winnie the Pooh, four frame tray puzzles; no.4792:1.00. Whitman Pub. Co. Wrapper. NM: illustrations. © 15Dec65; KK192743.

Walt Disney's Donald Duck and his friends valentines; 6262; 26. On bag. © 13Dec65; KK192317.

Walt Disney's Donald Duck jigsaw puzzle; new 100 piece, 14 x 18 inches; no.4611. Hiking. Whitman Pub. Co. On wrapper. © 22Dec65; KK192176.

Walt Disney's Zorro game; ages 6-12, 2 to 4 players; no.4702:1.00. Whitman Pub. Co. On wrapper. © 15Feb66 (in notice: 1965); KK192922.

Walt Disney's Zorro jigsaw puzzle; new 100 piece, 14 x 18 inches; no.4611. Dueling. Whitman Pub. Co. On wrapper. © 22Dec65; KK192175.

## DITTRICK, JEAN. See PICTOCRAFT.

## DIXIE CUP DIVISION, AMERICAN CAN CO. See AMERICAN CAN CO. DIXIE CUP DIVISION.

## DIXIE PRODUCTS, AMERICAN CAN CO. See AMERICAN CAN CO. DIXIE CUP DIVISION.

## DR. SEUSS, pseud. See GEISEL, TED.

## DOLE CO.

Instant jel 'n' fruit mix; lime jel mix and pineapple tidbits; total net weight 11 3/4 oz. avaroir (333 grams) On folding carton. © Castle & Cooke, Inc. also d.b.a. Dole Co.; 10Jan66; KK192528.

Pineapple ice cream; half gallon liquid. On folding carton. © Castle & Cooke, Inc. also d.b.a. Dole Co.; 1Dec65; KK192527.

Pineapple pink grapefruit juice drink; net contents 1 qt. 14 fl. oz. On wrapper. © Castle & Cooke, Inc. d.b.a. Dole Co.; 15Feb66; KK193789.

Tropi-Kai mixed Hawaiian fruits; net wt. 13 1/2 avaroir. Sticker. © Castle & Cooke, Inc. also d.b.a. Dole Co.; 30Apr65; KK192099.

## DOLGORUKOV, GREGORY S. See DOLGORUKOV MANUFACTURING CO.

## DOLGORUKOV MANUFACTURING CO.

Geometry triangle, no.P2200-10.

Sheet. © Gregory S. Dolgorukov d.b.a. Dolgorukov Manufacturing Co.; 9Mar65; KK192376.

Steno-stand, a stenographic notebook stand reduced to perfect simplicity. Sheet. © Gregory S. Dolgorukov d.b.a. Dolgorukov Manufacturing Co.; 1Mar65; KK192374.

## DOOTONE RECORD MANUFACTURING, INC. ©

Naughties but goodies; Redd Foxx; DTL 838. Record sleeve. © 15Sep65; KK194503.

## DORN, JACOB. See JAKE'S RECORDS.

## DOW CHEMICAL CO. ©

Cheep; maybe cock-a-doodle-doo would be more like it; Methionine. Sheet. © 22Apr66; KK194161.

Dow 909 guaranteed Saran web; we thought you'd like to know about this before we tell our customers. (In Department store economist, Oct. 1965, p.77) © 30Sep65; KK194183.

Dowzene gives worms 24 hours to clear out. Sheet. © 22Apr66; KK194165.

For healthier birds and heftier profits, add this to any of these; Zoamix. Sheet. © 22Apr66; KK194158.

Goodbye, old-fashioned drain cleaning, hello, new Dow Drain Opener. (In The Fresno bee, Sept. 15, 1965, p.18-A--19-A) © 15Sep65; KK193859.

Guaranteed 4 years, Dow 909 guaranteed Saran web. On box. © 1Dec65; KK194058.

How to make wiggly worms, pass out. Sheet. © 22Apr66; KK194166.

If it's worth saving, surround it with Saran Wrap, and save 10¢. (In Chicago daily news, Feb. 10, 1966, p.28) © 10Feb66; KK193862.

If we can't sell you on Zoamix coccidiostat, lots of luck. Sheet. © 22Apr66; KK194162.

Keep them in the pink, with the pink wormer, Dowzene. Sheet. © 22Apr66; KK194163.

Never let an onion take over your refrigerator, surround it with Saran Wrap. (In The Reader's digest, June 1966, p.217) © 24May66; KK194743.

Never put anything in your refrigerator naked, surround it with Saran Wrap. (In Woman's day, Feb. 1966, p.2 of cover) © 18Jan66; KK193861.

Never treat a leftover marble cake like a leftover; Saran Wrap. (In Woman's day, Apr. 1966, p.15) © 22Mar66; KK194859.

OK, they feed us this Zoamix for 14 weeks. Sheet. © 22Apr66; KK194164.

The secret ingredient is heat; all-new Dow Oven Cleaner teams up with the heat of your oven, works in 5 minutes! (In Reader's digest, Feb. 1966, p.183) NM: additions. © 25Jan66; KK193860.

Solution mixing chart for Peladow. Sheet. © 3May66; KK194784.

Some days the most efficient source of supplemental Methionine is actually cheaper than fish meal. Sheet. © 22Apr66; KK194160.

Still scouring your bathroom with gritty kitchen cleanser; get new Dow bathroom cleanser and sanitizer. (In The Arizona daily star, Nov. 18, 1965, section C, p.3) © 18Nov65; KK194744.

Stop scouring your bathroom with gritty kitchen cleanser; get new Dow bathroom cleaner. (In Good housekeeping, May 1966, p.WC208a) © 19Apr66; KK194745.

Stop scouring your bathroom with gritty kitchen cleanser, get new Dow Bathroom Cleaner. (In The Detroit news pictorial magazine, Apr. 3, 1966, p.34) © 3Apr66; KK194400.

Twelve months after date the Confederate States of America will pay to bearer one thousand dollars; Saran Web. Sheet. © 24Nov65; KK192553.

You have a flock of reasons for feeding Dow Methionine. Sheet. © 22Apr66; KK194159.

You put all the goodness in, all new Saran Wrap keeps it there. (In The American home, Nov. 1965, p.5) © 19Oct65; KK193977.

#### DOW JONES & CO., INC. ©

Dow Jones, both investor and broker get an extra dividend from Dow Jones's prestige among business leaders. (In Time, Apr. 1, 1966, p.78) Appl. author: T. E. Callis. © 1Apr66; KK193820.

Most investment news tells you what you should have done yesterday, Dow Jones news helps your broker think about right now. (In Time, May 6, 1966, p.90) Appl. author: T. E. Callis. © 6May66; KK194325. This is the news service for the broker who doesn't dare depend on news that is old, incomplete, unimportant, or all three. (In Time, Mar. 4, 1966, p.93) Appl. author: T. E. Callis. © 4Mar66; KK193078.

#### DOWSMITH, INC. ©

Red Thread glass fiber reinforced epoxy piping systems for underground handling of liquid petroleum fuels. Folder. (Product data sheet bulletin, no.2004) Appl. author: Barney Smith. © 25Apr66; KK194347.

#### DRACKETT CO. ©

Are Windex and Gala the best cleaning team to get windows clear? See for yourself. (In The Reader's digest, May 1965, p.202D-202E) Appl. author: Young & Rubicam, Inc. © 21Apr65; KK192011.

At last, no-stick Teflon-coated copper pans, each one a \$6.95 value for \$3.00; Twinkle copper cleaner. (In Newark Sunday news, Nov. 21, 1965, supplement, p.55) Appl. author: Young & Rubicam, Inc. © 21Nov65; KK193017.

How to turn your oven into a no-stick oven; Oven-Gard. (In The Reader's digest, Sept. 1965, p.248-249) Appl. author: Young & Rubicam, Inc. © 21Aug65; KK191882.

Liquid Drano, easy convenient drain cleaner; net contents one U. S. pint. Sticker. © 7Mar66; KK193972.

Mirror, mirror on the wall ... new hi-power Windex and new two-layer Gala towels. (In Reader's digest, June 1965, p.24P-24G) Appl. author: Young & Rubicam, Inc. © 21May65; KK192338.

Now a new spray makes your oven as easy to clean as no-stick cookware; Oven-Gard. (In Good housekeeping, Jan. 1966, p.22) Appl. author: Young & Rubicam, Inc. © 20Dec65; KK191894.

See 20 years of tarnish melt away in 20 seconds; Twinkle. [Hand dipping penny into jar of cleaner] (In McCall's, Nov. 1965, p.201) Appl. author: Young & Rubicam, Inc. © 21Oct65; KK191889.

Try this penny test and you'll see how Twinkle copper cleaner melts tarnish without scrubbing; a penny will prove it. (In The Reader's digest, Dec. 1964, between p.188-189) Appl. author: Young & Rubicam, Inc. © 21Nov64; KK192012.

Why will women pay more for an O-Cedar mop, because they know it's built to last. (In Exchange & commissary news, Jan. 15, 1966, p.27) Appl. author: Young & Rubicam, Inc. © 1Jan66; KK193018.

DRAHN. WILLIE B. See MANZANITA BAR-B-Q CO.

#### DRE'S, INC.

Space tube candy; net wt. 1.5 oz. On tube. © Don Rudolph Enterprises, Inc. d.b.a. Dre's, Inc.; 19Nov65; KK191939.

#### DREXEL FURNITURE CO. ©

Think living royally is too rich for your purse; then now's the time for Drexel! (In Better homes & gardens, Feb. 1966, p.117) Appl. author: Arhdt, Preston, Chapin, Lamb & Keen, Inc. © 13Jan66; KK192396.

#### DREYFUS ASHBY & CO. ©

Beautiful way to add to Thanksgiving wine profits, imported Mateus Rosé. (In Beverage retailer weekly, Nov. 22, 1965, p.24) © 22Nov65; KK193624.

#### DROLL YANKEES, INC. ©

The farm; DY-18. Record sleeve. Appl. author: Peter Kilham. © 3May66; KK194317.

#### DUISBERG, FRED C. ©

Bit of Florida, here's a bit of Florida to bring back memories. [Fish] Slip. © 16Feb66; KK193053. Florida lucky bird, here's a little sea shell schmoo to bring the best of luck to you. [Fish] Slip. © 16Feb66; KK193054.

#### DUNCAN FOODS CO. ©

Admiration coffee in the new rip-cord can; all you need to open it is a little pull. (In Palestine herald-press, Oct. 20, 1965, p.8) © Duncan Foods Co., a division of Coca-Cola Co.; 20Oct65; KK192322.

Admiration coffee in the new rip-cord can; all you need to open it is a little pull; 10¢ off. (In Houston chronicle, Oct. 21, 1965, section 6, p.1) Appl. author: Tatham-Laird & Kudner, Inc. © 21Oct65; KK193941.

Butter-Nut coffee fan club, look what you save if you join now. (In Rome news-tribune, Feb. 16, 1966, p.11) Appl. author: Tatham-Laird & Kudner, Inc. © 16Feb66; KK193059.

Here's something special for our good friends; save 15 cents on your next tin of Maryland Club coffee. (In Memphis press scimitar, June 2, 1965, p.34) © Duncan Foods Co., division of Coca-Cola Co.; 2Jun65; KK192067.

How to make a perfect cup of instant coffee every time; instant Maryland Club coffee. (In The Dallas morning news, Feb. 17, 1966, p.10E) Appl. author: Tatham-Laird & Kudner, Inc. © 17Feb66; KK193500.

If you win one of our 100 Mr. John creations, you've got a problem; Fleetwood brand Butter-Nut spring bonnet sweepstakes. (In The Durham sun, Mar. 23, 1966, p.5G) Appl. author: Tatham-Laird & Kudner, Inc. © Duncan Foods Co., division of Coca-Cola Co.; 23Mar66; KK194926.

Mickey Mantle invites you to enter the Butter-Nut coffee family baseball sweepstakes. (In Rockford register republic, Apr. 6, 1966, p.A10) Appl. author: Tatham-Laird & Kudner, Inc. © 6Apr66; KK193915.

Things to remember for your Thanksgiving shopping list; Admiration coffee. (In The Houston chronicle, Nov. 18, 1965, section 4, p.3) Appl. author: Tatham-Laird & Kudner, Inc. © 18Nov65; KK193596.

Things to remember for your Thanksgiving shopping list; Admiration coffee. 15¢ coupon. (In Palestine herald-press, Nov. 17, 1965, p.6) © Duncan Foods Co., a division of Coca-Cola Co.; 17Nov65; KK192321.

A valentine for coffee lovers; Butter-Nut coffee. (In The Pittsburg headlight, Feb. 8, 1966, p.12) Appl. author: Tatham-Laird & Kudner, Inc. © 8Feb66; KK192858.

We'll pay you 15¢ to get off to a good start tomorrow morning. (In The Calhoun County times, Mar. 1, 1966, p.3-A) Appl. author: Tatham-Laird & Kudner, Inc. © 1Mar66; KK193595.

#### DURA CORP. ©

Picture yourself in your own bed with this switch in your hand; Select-a-rest. (In The Blade, Toledo, Sunday magazine, Feb. 6, 1966, p.31) © 6Feb66; KK193994.

Select-A-Rest, a lifetime of relaxation and comfort. (In The Cincinnati pictorial enquirer, Apr. 17, 1966, p.18) © 17Apr66; KK194920.

#### DURA-LEE CORP. ©

Litter, anyone? Cat with kittens. On bag. © 1Dec65; KK192631.

Litter, anyone? Trash can. On bag. © 1Dec65; KK192632.

#### DURO-TEST CORP. ©

Guard against damages from flying glass with Duro-Test's Durogard safety shield. Sheet. Appl. author: Michael M. Rudner. © 9Feb66; KK193210.

Now, Optima Power-Twist natural outdoor light in the most efficient bulb shape. Sheet. Appl. author: Michael M. Rudner. © 22Dec65; KK193209.

With Duro-Test's new 400-Watt Iodescent luminaire any socket that can hold a Par-38 can deliver almost four times more floodlighting. Sheet. Appl. author: Michael M. Rudner. © 24Nov65; KK193708.

#### DUSENBERY (JOHN) CO., INC. ©

Miracle worker, Dusenbery model 820 salvage rewinder. (In Plastics world, Aug. 1965, p. 58) Appl. author: Maczko-Wehner Advertising. © 10Aug65; KK195076.

Model 820 salvage rewinder. Sheet. Appl. author: Maczko-Wehner Advertising. © 2Feb66; KK195074.

Model 654 series score cut knife holders. Folder. Appl. author: Maczko-Wehner Advertising. © 2Feb66; KK195073.

The Profiteer; model 618 slitter-rewinder. (In Paper, film & foil converter, Aug. 1965, p.110) Appl. author: Maczko-Wehner Advertising. © 1Aug65; KK195072.

The smooth operator, Dusenbery model 824 unwind stand. (In Paperboard packaging, Oct. 1965, p.142) Appl. author: Maczko-Wehner Advertising. © 1Oct65; KK195075.

## E

#### EPI ASSOCIATES. ©

Hundreds of winners play treasure hunt, win up to \$100.00 cash. Card. Appl. author: Carmen Casciani. © 22Dec65; KK192855.

Play treasure hunt at Super Valu and associated food stores. Card. Appl. author: Carmen Casciani. © 22Dec65; KK192854.



- E. S. R., INC. ©  
The amazing Dr. Nim is a plastic computer game; model no.501. On folding carton. © 10Dec65; KK192862.
- EAGLE STAMP CO. ©  
Your good as gold card ... \$25 in Eagle stamps. Card. Appl. author: Eli M. Strassner. © 6Jan66; KK193206.
- EARLY TIMES DISTILLERY CO. ©  
January, February ... December, the true old-style Kentucky bourbon. (In Life, Nov. 19, 1965, p.3 of cover) © 19Nov65; KK192384.
- EAST-WEST CENTER PRESS. ©  
Music from Korea; vol.1: the Kayakeum played by Byongki Hwang; EWS-1001. Record sleeve. NM: program notes. © 6Dec65; KK193897.
- EASTMAN KODAK CO. ©  
This is an Estrel fabric; 80% Estron acetate, 20% nylon. Card. © 7Mar66; KK194524.
- EDMONT, INC. ©  
Warm foam insulated mittens; style no.1486, no.3485; one dozen children's mittens. On folding carton. © 12Apr66; KK194697.
- EGYPTIAN LACQUER MANUFACTURING CO.  
This drum is the property of the Egyptian Lacquer Manufacturing Co.; Egyptian chemical coatings. Sticker. (Form K-13 3M 1-66) © Egyptian Lacquer Mfg. Co. (in notice: Egyptian); 14Feb66; KK193365.
- EISEMAN, FLORENCE. ©  
Don't lose your temper with the tempera. (In The New Yorker, Aug. 7, 1965, p.9) Appl. author: Trahey Advertising, Inc. © 7Aug65; KK193163.
- Don't make mommy and daddy sorry they finally said, OK! (In The New Yorker, Nov. 6, 1965, p.131) Appl. author: Trahey Advertising, Inc. © 6Nov65; KK193174.
- Don't question a sphinx, you'll never get an answer. (In The New Yorker, Aug. 28, 1965, p.89) Appl. author: Trahey Advertising, Inc. © 28Aug65; KK193183.
- If the photographer is going to shoot you, be sure he does it with his camera. (In The New Yorker, Feb. 26, 1966, p.22) Appl. author: Trahey Advertising, Inc. © 26Feb66; KK193179.
- If you're playing pin the tail on the donkey, please don't aim for Millicent. (In The New Yorker, Oct. 23, 1965, p.24) Appl. author: Trahey Advertising, Inc. © 23Oct65; KK193180.
- Just because Daddy works at home, don't distract him. (In The New Yorker, Dec. 11, 1965, p.35) Appl. author: Trahey Advertising, Inc. © 11Dec65; KK193223.
- Please don't scare the fish when you go snorkeling. (In The New Yorker, Apr. 2, 1966, p.23) Appl. author: Trahey Advertising, Inc. © 2Apr66; KK193856.
- Please don't talk to the schoolbus while the driver is in motion; the most ... are, of course, wearing Florence Elseman's washable imported Swiss wool and cotton flannels. (In The New Yorker, July 24, 1965, p.57) Appl. author: Trahey Advertising, Inc. © 24Jul65; KK192506.
- ELCO TOOL & SCREW CORP. ©  
Elco aids for home and office. Appl. author: Charles R. Williams. 1966, issue no. 1. © 11Feb66; KK192808.
1. © 21Feb66; KK193110.  
3. © 25Mar66; KK193648.  
4. © 26Apr66; KK194224.
- ELECTROGRAPHIC CORP. ©  
Monthly planning schedule; January 1966. Folder. © 30Dec65 (in notice: 1966); KK192232..  
Monthly planning schedule, February 1966. Folder. © 20Jan66; KK192391.  
Monthly planning schedule, March 1966. Folder. © 20Jan66; KK192390.  
Monthly planning schedule; April 1966. Folder. © 23Mar66; KK193639.  
Monthly planning schedule; May 1966. Folder. © 23Mar66; KK193638.  
Monthly planning schedule; June 1966. Folder. © 20May66; KK194596.  
Monthly planning schedule; July 1966. Folder. © 20May66; KK194597.
- ELECTROLUX CORP. ©  
See it free in your own home ... the new Electrolux floor and carpet beautifier. Sheet. © 28Feb66; KK192721.
- ELECTRONIC CHEMICAL CORP. ©  
No noise frigid-air instant pinpoint circuit cooler; net weight 6 oz. Sticker. Appl. author: William Gottlieb. © 31Mar66; KK193736.
- ELECTRONIC PROMOTIONS, INC. ©  
Alpha Wire; enjoy yourself at new. (Card for Punch for Prizes machine) Card. © 1Jun66; KK195122.
- ELECTRONIC TREASURE CHEST ENTERPRISES, INC. ©  
This jot-the-dot card may win you a free prize; Waukegan shopping plaza. 2 cards. Appl. author: Edward V. Malela. © 30Dec65; KK192994.
- ELECTROSONICS.  
Transponders, pilots' key to automated air traffic control. 15 p. © ElectroSonics, division of Air Radio Corp.; 10Oct65; KK194206.
- ELLIOT-BARRY CO. See PERSONALIZED GIFT LINE.
- EMBASSY PICTURES CORP. ©  
The sons of Hercules game; for ages 7 to 15; no.4632. M. Bradley Co. On wrapper. © 1Jan66; KK192956.
- EMPIRE COATING & CHEMICAL CO. ©  
Dan durable paints, semi-gloss finish; contents: one gallon. Sticker. © 3Feb66; KK193593.
- EMPIRE SLIP-ON HOOK CORP. ©  
Just married, Empire Slip-On hooks and cafe rings for decorator cafe rods; new, the gleam of gold. Sheet. © 31Dec65; KK193819.
- ENGEL, JACK. ©  
Eat & win at the Bunny; Bunny Bingo. (In Beacon journal, Akron, Ohio, Feb. 17, 1966, p.B3) © 17Feb66; KK193762.
- ENGINEERS, INC. MANAGEMENT SERVICES DIVISION. ©  
The profit pentagon. 1 v. © 1Mar65; KK194690.
- EPSCO, INC. ©  
Now it's twins for the ultimate in gasoline pump restyling; Universel-2000. Sheet. © 21Apr66; KK194116.  
The ultimate in gasoline pump restyling, Universel-2000 image makers. Sheet. © 21Apr66; KK194117.
- EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES. ©  
Company A is a two room machine shop with 11 employees. [Factory scenes] (In The Journal of commerce, Dec. 8, 1965, p.3) Appl. author: Foote, Cone & Belding. © 8Dec65; KK192077.
- The dangers of partnership. Cliff hanging house. (In The Journal of commerce, Nov. 18, 1965, p.7) Appl. author: Foote, Cone & Belding. © 18Nov65; KK192073.
- Double the protection when you need it most with Equitable living insurance. [Family purchasing turkey at meat counter] (In Look, Nov. 16, 1965, p.27) Appl. author: Foote, Cone & Belding. © 2Nov65; KK192071.
- How to stop worrying about key men leaving; give them ... Equitable's executive security policy. (In U. S. news & world report, Nov. 29, 1965, p.9) Appl. author: Foote, Cone & Belding. © 22Nov65; KK192075.
- I'm glad you asked that question. [Endorsed by] Daniel M. Ross. (In The insurance field, Mar. 11, 1966, p.40) Appl. author: Foote, Cone & Belding. © 11Mar66; KK194170.
- I'm glad you asked that question. [Endorsed by] Equitable agent R. U. Pounder] (In Ebony, Mar. 1966, p.41) Appl. author: Foote, Cone & Belding. © 18Feb66; KK193001.
- I'm glad you asked that question. [Endorsed by] Morris J. Taft. (In Ebony, Apr. 1966, p.61) Appl. author: Foote, Cone & Belding. © 17Mar66; KK194178.
- I'm glad you asked that question, it's never to late to become a CLU. [Endorsed by Alfred L. Moniot] (In Life association news, Dec. 1965, p.57) Appl. author: Foote, Cone & Belding. © 1Dec65; KK192727.
- I'm glad you asked that question, one Equitable policy insures you and your wife, too. (In Ebony, May 1966, p.9) Appl. author: Foote, Cone & Belding. © 20Apr66; KK194728.
- Life could be a lot easier for you with Equitable taxables. (In Trusts and estates, Nov. 1965, p.1115) Appl. author: Foote, Cone & Belding. © 20Nov65; KK192074.
- We thought 1965 was a year to remember; already our people are making us forget it. (In Life association news, Apr. 1966, p.74) Appl. author: Foote, Cone & Belding. © 1Apr66; KK193552.
- We're looking for a dedicated man. (In U. S. news & world report, June 6, 1966, p.33) Appl. author: Foote, Cone & Belding. © 30May66; KK194723.
- We're looking for a man of purpose. (In U. S. news & world report, Apr. 11, 1966, p.31) Appl. author: Foote, Cone & Belding. © 4Apr66; KK193553.
- We're looking for a man of vision; living insurance. (In Time, Mar. 4, 1966, p.24) Appl. author: Foote, Cone & Belding. © 1Mar66; KK193309.
- We're looking for a thoughtful man. (In U. S. news & world report, Apr. 25, 1966, p.53) Appl. author: Foote, Cone & Belding. © 18Apr66; KK194722.
- Will he race with the daring of Stein Eriksen? Illus. signed: Robert Riger. (In Sports illustrated, Dec. 6, 1965, p.93) Appl. author: Foote, Cone & Belding. © 2Dec65; KK192072.
- EUTECTIC WELDING ALLOYS CORP. ©  
To solve your maintenance problems, who offers such a vast selection ... by over 400 dependable field representatives? Sheet. © 1Sep65; KK192495.

## F

**EXTERMINATOR CO.**  
Exterminate! tomorrow and tomorrow only. Sheet. © Exterminator Co., solely owned by Urban Hearste Morgan, Jr.; 1Feb65; KK193847.

**F & F LABORATORIES, INC. ©**  
Antisep cough silencers with the amazing new cough suppressor; net wt. 1 5/8 oz. On folding carton. © 6Dec65; KK192106.

**FABER (EBERHARD) INC.**  
As seen on NBC TV exciting photo reproductions from the Man from U.N.C.L.E.; Foto Fantastiks set no.2; photo coloring set 5120-2. On wrapper. Appl. author: Eberhard Faber, Inc., employer for hire of James Bryan. © Eberhard Faber, Inc. & Metro-Goldwyn-Mayer, Inc.; 29Sep65; KK193118.

**FACT.** See FACT MAGAZINE, INC.

**FACT MAGAZINE, INC.**  
Why fight it? Dear resister of temptation. Folder. © Fact a.a.d.o. Fact Magazine, Inc.; 24Nov65; KK191947.

**FAIRFIELD IMPORTS, INC. ©**  
Killarney Irish distilled dry gin; makes the perfect Irish martini. \*Sticker. Appl. author: Joseph T. Dolan. © 2May66; KK194239.  
Killarney Irish dry gin. Sticker. Appl. author: Joseph T. Dolan. © 2May66; KK194238.

**FASHION TRESS, INC. ©**  
Are there new techniques in doing beautifully natural wig styles? (In American hairdresser, Jan. 1, 1966, p.2 of cover) © 1Jan66 (in notice: 1965); KK194557.  
Are there new techniques in doing beautifully natural wig styles? (In American hairdresser, Feb. 1966) © 1Feb66 (in notice: 1965); KK194529.

Are there new techniques in doing beautifully natural wig styles? (In Modern beauty shop, Jan. 1966, p.40, 43) © 1Jan66 (in notice: 1965); KK194877.

The finest wig in the world, the Fashion Tress Parisienne. Sheet. © 1May66; KK194461.

It's easier to sell a known brand label; Fashion Tress is the known wig label. (In American Hairdresser, Dec. 1965, p.2 of cover & p.3) © 1Dec65; KK193089.

New Fashion Tress Professionelle, sold only through professional beauty salons. [Endorsed by] Sylvia Schaefer. (In American hairdresser, Apr. 1966, p.2 of cover) © 1Apr66; KK194558.

Professionelle wigs ... are now featured at every Fashion Tress educational program and beauty show. (In American hairdresser, June 1966, p.2 of cover & p.3) © 1Jun66; KK194977.

**FEATURE PRODUCTS, INC. ©**  
New Mince-O-Matic menu 7 menu maker. 1 v. © 10Nov65; KK194904.

**FEDERAL CARTRIDGE CORP. ©**  
Hi-power 500 rim fire cartridges; no.710. On folding carton. © 3Feb66; KK193068.

Rifle cartridges; 20 center fire rifle cartridges. On folding carton. © 17Jan66; KK193067.

**FEDERAL CHEMICAL CO., INC. ©**  
Arab u-do-it termite control concentrate; net contents one gallon. Sticker. © 2Jun66; KK194818.

**FEDTRO, INC. ©**  
Marine communication center model Mar-180 deluxe. On folding carton. © 25Jan66 (in notice: 1965); KK192963.

Mickey Mantle says, Fedtro, the proven sound of champions. Sticker. © 10Mar66; KK194500.

New, airline type, electro seat belt reminder signal, automatically guarantees your safety. Folder. © 20Dec65; KK192670.

New, Electro tool kit, test & repair 1001 articles! Card. © 31Jan66 (in notice: 1965); KK192962.

New, front fender flashing turn signals, 360 degree flashing turn protection! Folder. © 17Dec65; KK192671.

New, sparkling, quick-mounting safety reflectors. Card. © 29Nov65; KK192669.

New super magnetic chrome ashtray, custom deluxe, all purpose, instantly grips to any metal surface. Card. © 8Apr66; KK194041.

New, transistorized auto battery guard, never again leave your lites on; model SIG-BG. Card. © 17Dec65; KK192546.

Take it from Mickey Mantle, get more fun out of sports with Fedtro powerhouse megaphones. Card. © 27Apr66; KK194393.

Take it from Mickey Mantle, get more fun out of sports with Fedtro powerhouse megaphones. Card. © 27Apr66; KK194502.

Take it from Mickey Mantle, the Fedtro MAR-180 deluxe marine communication center. Card. © 27Apr66; KK194501.

Take it from Mickey Mantle, the Fedtro MAR-180 deluxe marine communication center, the finest instrument of its kind in the world. Card. © 27Apr66; KK194392.

**FELD, ELISABETH E.** See POPEE ELECTRONICS.

**FENTON LABEL CO. ©**  
Fent Onamel collection stickers. (Collection leaflet) Sheet. NM: additions & revision. © 28Mar66; KK193645.

Fent Onamel made-to-order anniversary stickers. (Anniversary leaflet) Sheet. NM: additions & revision. © 28Mar66; KK193644.

Gummed stock insurance labels, inexpensive, time savers; Fent-Onamel. Folder. © 3Jan66; KK192598.

Price list; effective Apr. 1, 1966. Folder. NM: revisions. © 14Mar66; KK193583.

Price list, Fentonamel drug store labels, effective Apr. 1, 1966. Folder. NM: additions. © 15Mar66; KK193872.

Price list, Fentonamel insurance labels, effective Apr. 1, 1966. Folder. NM: additions. © 15Mar66; KK193871.

Price list for Fent Onamel gummed labels; effective Apr. 1, 1966. (Price list for addressing or shipping labels) Sheet. NM: addition & revision. © 28Mar66; KK193646.

Shippers time savers; Fent-Onamel. Sheet. NM: additions. © 17Mar66; KK193580.

**FERRY-MORSE SEED CO. ©**

Only Ferry-Morse can put a touch o' magic in your garden with these new hybrids; petunia hybrid. (In Sunset, Mar. 1966, p.219) Appl. author: J. Walter Thompson Co. © 25Feb66; KK193683.

**FIELD (HENRY) SEED & NURSERY CO. ©**  
50 Super Glads for only \$2.00. (In Flower and Garden, Feb. 1966, p.31) Appl. author: Lee E. Gingery. © 11Jan66; KK192381.

Fruit and nuts for the home garden. 15 p. (Henry Field's home garden library, catalog no.4617) Appl. author: Lee E. Gingery. © 10Sep65; KK191926.

Henry Field's special offer of 2 extraordinary varieties, 50 strawberry plants. (In Flower grower, Mar. 1966, p.37) Appl. author: Lee E. Gingery. © 3Feb66; KK192602.

Indoor gardening. 23 p. (Henry Field's home garden library, catalog no.4618) Appl. author: Lee E. Gingery. © 10Sep65; KK191929.

Now you can easily grow these huge, magnificent hybrid clematis. (In Popular gardening and living outdoors, spring 1966, p.105) Appl. author: Lee E. Gingery. © 8Mar66; KK193171.

Ornamental trees for shade and blossom. 23 p. (Henry Field's home garden library, catalog no.4612) Appl. author: Lee E. Gingery. © 10Sep65; KK191930.

Perennial flowers, plant once for permanence. 23 p. (Henry Field's home garden library, catalog no.4616) Appl. author: Lee E. Gingery. © 10Sep65; KK191925.

Vegetables and how to grow them. 15 p. (Henry Field's home garden library, catalog no.4613) Appl. author: Lee E. Gingery. © 10Sep65; KK191928.

Your lawn, how to enjoy it. 14 p. (Henry Field's home garden library, catalog no.4611) Appl. author: Lee E. Gingery. © 10Sep65; KK191927.

**FIRST NATIONAL CITY BANK, NEW YORK. ©**  
Announcing First National City's new zip application, gets your loan off to the fastest start in town. (In Daily news, New York, May 13, 1966, p.36-37) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23May66; KK194395.

First National City Bank announces checking plus. (In Daily news, New York, June 15, 1966, p.17) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © First National City Bank; 15Jun66; KK194931.

**FISHER-PIERCE CO., INC. ©**  
How you can stop this invasion of our natural resources by the U. S. Army Corp. of Engineers; Boston Whaler. (In Motor boating, Feb. 1966, p.77) Appl. author: Culver Advertising, Inc. © 31Jan66 (in notice: 1965); KK194067.

Real boats; Boston Whaler. [Endorsed by Albert C. Baur] (In Yachting, Nov. 1965, p.155) Appl. author: Culver Advertising, Inc. © 1Nov65; KK194064.

Take a long last look at a famous national park, or wake up the Army engineers; Boston Whaler. (In Motor boating, Sept. 1965, p.12) Appl. author: Culver Advertising, Inc. © 31Aug65; KK194066.

A truly outstanding dinghy for oars, power or sail; Boston Whaler squall. (In Motor boating, Oct. 1965, p.2) Appl. author: Culver Advertising, Inc. © 1Oct65; KK194065.



- FISHER-PRICE TOYS, INC. ©  
 Little Snoopy; no.693. On folding carton. © 28Dec65; KK192804.  
 Milk carrier; no.637. On folding carton. © 28Dec65; KK192803.  
 New from Fisher-Price, world's largest creator of music box toys. (In Playthings, Mar. 1966, p.6,8) © 11Mar66; KK193258.  
 Roly poly chime ball; no.165. On folding carton. © 1Apr66; KK194378.  
 You fellows at Fisher-Price have done it again. (In Playthings, Jan. 1966, p.7) © 17Jan66 (in notice: 1965); KK192664.
- FISHER-TOYS, INC. ©  
 Music box iron; no.125. On folding carton. © 25Mar66; KK194220.  
 Musical ferris wheel; no.969. On folding carton. © 20Apr66; KK194221.
- FLEER (FRANK H.) CORP. ©  
 Dubble Bubble cartoons, no.1-28. 3 sheets. West Germany. (No.7562) © 27Feb63; KK193373.  
 Dubble Bubble cartoons, no.1-32. 2 sheets. Norway. (No.6159) © 18Nov63; KK193374.
- FLEXALUM DIVISION, ALCAN ALUMINUM CORP. See ALCAN ALUMINUM CORP. FLEXALUM DIVISION.
- FLOATING HENRYBURGER SYSTEMS, INC. ©  
 New taste treat, Floating Chick. Sheet. Appl. author: K. M. Jesse. © 22Dec65; KK192118.
- FLORIDA CITRUS COMMISSION. ©  
 Have an orange juice on the rocks on us. (In The Reader's digest, Aug. 1965, p.177D) © 20Jul65; KK192104.  
 Have an orange juice on the rocks; on us. (In The Reader's digest, Aug. 1965, p.178C) © 20Jul65; KK191957.  
 It comes in handy quarts and goes great with dominos; O. J. from Florida. (In The Pittsburgh press, Mar. 14, 1965, Sunday supplement, p.12) © 14Mar65; KK192968.  
 It comes in handy quarts and goes great with potato chips; O. J. from Florida. (In The Pittsburgh press, Apr. 4, 1965, Sunday supplement, p.34) © 4Apr65; KK192969.  
 It's the flu season, don't forget gloves, galoshes, ear muffs and orange juices. (In The Boston herald, Jan. 20, 1966, p.32) © 20Jan66; KK192810.  
 Now grapefruit is as easy to prepare as a bowl of cereal. (In This week magazine, Jan. 30, 1966, p.15) © 30Jan66; KK193186.  
 This is a squeezer, you stick it in a Florida orange. (In Chicago tribune, Feb. 13, 1966, Sunday supplement: comics, p.3) © 13Feb66; KK193162.  
 Try this bright new lunch time beverage on us; frozen Florida orange juice. (In Better homes and gardens, Sept. 1965, p.31) © 17Aug65; KK191958.
- FLOW LABORATORIES, INC. ©  
 90 tube tissue culture rack. Sheet. © 1May66; KK195042.  
 Pipette canister, a practical sterilization and storage container for various size pipettes. Sheet. © 1May66; KK194879.  
 64-tube tissue culture rack, the economical answer to efficient tissue culture storage. Sheet. © 1May66; KK194880.
- FORD MOTOR CO. ©  
 Fairlane, Falcon, Comet dual action tailgate; I.S. 2204. 2 sheets. © 24Feb66; KK194410.  
 Falcon single action tailgate; I.S. 2205. 2 sheets. © 24Feb66; KK194409.  
 Ford, Mercury tailgate; I.S. 2203. 2 sheets. © 24Feb66; KK194412.  
 Front pump assembly and support assembly instruction sheet; I.S. 2139. Sheet. © 14Jan66 (in notice: 1965); KK193614.  
 Installation kit, accelerator control, high performance, 3-2V; I.S. 1915. Sheet. © 4Aug65; KK193981.  
 Installation kit, air conditioner; I.S. 1925. Sheet. © 16Jun65; KK193980.  
 Installation kit, air conditioner; I.S. 2193. Sheet. © 14Feb66; KK193605.  
 Installation kit, antenna radio mast; I.S. 1970. Sheet. © 24Feb66 (in notice: 1965); KK193621.  
 Installation kit, carrier assy. roof luggage w/cover; I.S. 2182. Sheet. © 2Mar66; KK193607.  
 Installation kit, carrier luggage deck mounted; I.S. 2160. Sheet. © 14Dec65; KK193611.  
 Installation kit, carrier luggage deck mounted, removable; I.S. 2161. Sheet. © 14Dec65; KK193610.  
 Installation kit, carrier ski adaptor; I.S. 1939. Sheet. © 22Mar66; KK194426.  
 Installation kit, cover assy, deck lid cover; I.S. 2211. Sheet. © 30Mar66; KK194408.  
 Installation kit, engine conversion; I.S. 1897. Sheet. © 16Mar66; KK193983.  
 Installation kit, engine ind., two 4V accelerator control; I.S. 1867. Sheet. © 29Jun65; KK193984.  
 Installation kit, engine induction two 4V accelerator control; I.S. 2241. Sheet. © 21Mar66; KK194411.  
 Installation kit, handle passenger assist; I.S. 2001. Sheet. © 17Jan66 (in notice: 1965); KK193620.  
 Installation kit, headrest; I.S. 2123. Sheet. © 15Jan66 (in notice: 1965); KK193615.  
 Installation kit, high performance engine, 4 venturi; I.S. 1931. Sheet. © 13Jul65; KK193979.  
 Installation kit, hitch trailer; I.S. 1815. Sheet. © 16Feb66; KK194405.  
 Installation kit, linkage automatic transmission, 3-2V; I.S. 1906. Sheet. © 14Jul65; KK193982.  
 Installation kit, linkage high performance engine; I.S. 1866. Sheet. © 21Jul65; KK193985.  
 Installation kit, linkage high performance 3-2V; I.S. 1505. Sheet. © 10Aug65; KK193603.  
 Installation kit, mirror rear view inside; I.S. 2199. Sheet. © 4Feb66; KK193604.  
 Installation kit, power steering pump; I.S. 1551-B. Sheet. © 15Apr66; KK194413.  
 Installation kit, power steering pump; I.S. 2101. Sheet. © 16Sep65; KK193618.  
 Installation kit, power steering pump; I.S. 2103. Sheet. © 16Sep65; KK193617.  
 Installation kit, radio receiver & antenna; I.S. 2038 (rev.) Sheet. © 1Apr66; KK194423.  
 Installation kit, radio receiver suppression; I.S. 2034. Sheet. © 1Apr66 (in notice: 1965); KK194425.
- Installation kit, ski carrier adaptor; I.S. 1939. Sheet. © 25Jan66 (in notice: 1965); KK193978.  
 Installation kit, spring air auxiliary; I.S. 2030. Sheet. © 12Jan66 (in notice: 1965); KK193619.  
 Installation kit, spring air auxiliary; I.S. 2120. Sheet. © 10Dec65; KK193616.  
 Installation kit, spring air auxiliary; I.S. 2260. Sheet. © 10Mar66; KK194407.  
 Installation kit, spring air auxiliary; I.S. 2261. Sheet. © 10Mar66; KK194406.  
 Installation kit, spring auxiliary; I.S. 2164. Sheet. © 16Dec65; KK194404.  
 Installation kit, spring auxiliary front; I.S. 2186. Sheet. © 14Jan66 (in notice: 1965); KK193606.  
 Installation kit, T.V. hanger bracket window mount; I.S. 2166. Sheet. © 2Dec65; KK193609.  
 Installation kit, trailer hitch; I.S. 2129. Sheet. © 16Feb66 (in notice: 1965); KK194422.  
 Installation kit, trailer hitch; I.S. 2130. Sheet. © 16Feb66 (in notice: 1965); KK194421.  
 Installation kit, trailer hitch; I.S. 2131. Sheet. © 16Feb66 (in notice: 1965); KK194420.  
 Installation kit, trailer hitch; I.S. 2132. Sheet. © 16Feb66 (in notice: 1965); KK194419.  
 Installation kit, trailer hitch; I.S. 2133. Sheet. © 16Feb66 (in notice: 1965); KK194418.  
 Installation kit, trailer hitch; I.S. 2134. Sheet. © 16Feb66; KK194417.  
 Installation kit, trailer hitch; I.S. 2135. Sheet. © 16Feb66 (in notice: 1965); KK194416.  
 Installation kit, trailer hitch; I.S. 2136. Sheet. © 16Feb66 (in notice: 1965); KK194415.  
 Installation kit, trailer hitch; I.S. 2137. Sheet. © 16Feb66 (in notice: 1965); KK194414.  
 Installation kit, trailer hitch; I.S. 2138. Sheet. © 16Feb66 (in notice: 1965); KK194424.  
 Installation kit, window regulator drive adaptor power; I.S. 2172. Sheet. © 28Feb66; KK193608.  
 Installation procedure, accessory power steering kit; I.S. 2148. 5 p. © 16Sep65; KK193613.  
 Installation procedure, accessory power steering kit; I.S. 2149. 5 p. © 16Sep65; KK193612.  
 When this radiator is used for past model service; instruction sheet; MIS-1188. (Radiator replacement) © 8Apr65 (in notice: 1964); KK191842.
- FORT HOWARD PAPER CO. ©  
 New improved Page bathroom tissue; 4 rolls. On bag. © 1Jun66; KK194832.  
 Pure white paper towels; 100 towels. On wrapper. © 24Feb66; KK194514.  
 Test Fort Howard paper towels on your face. [Port. of male holding towel over lower face] (In U. S. news & world report, Mar. 18, 1963, p.96) © 18Mar63; KK191914.  
 Tune in and tie in; Page bathroom tissue. Sheet. © 4Apr66; KK195043.
- FOSTER (BENJAMIN) CO. ©  
 Up front, no downtime or this. Sheet. © 9May66; KK194838.  
 Up front performance, Foster Lagtone coating. Sheet. © 7Mar66; KK194836.

Up front protection, wind blown  
Foster mastic undamaged Monolar.  
Sheet. © 7Mar66; KK194837.  
Up front reliability, production;  
not lost man hours. Sheet.  
© 4Apr66; KK194839.

FOSTER-TRENT, INC. ©  
Royal deluxe Sheffield stainless  
steel wonder carving knife.  
(In New York journal-American,  
Mar. 13, 1966, p.24-L) Appl.  
author: W. M. Kenny. © 13Mar66;  
KK193743.  
7-in-1 Computo bank. (In The  
National enquirer, Apr. 17, 1966,  
p.27) Appl. author: William Kenny.  
© 4Apr66; KK194650.

FOX RUN CRAFTSMEN. ©  
Old craftsmen's brand scratch remover  
for light woods; 4 ozs. Cutout.  
Appl. author: Kendall S. Ewer.  
© 20Dec65; KK192951.

FOX-STANLEY PHOTO PRODUCTS, INC. ©  
Jumbo color reprints from Kodacolor  
negatives, 4 for 99¢. (Coupon  
card, jumbo color reprints)  
© 1Jul65; KK193670.

FRANK (CLINTON E.) INC. ©  
The communication key. (In Adver-  
tising age, Feb. 21, 1966, p.65)  
© 21Feb66; KK193902.

FREEMAN, PAUL.  
Songs of man, the international book  
of folk songs. See WALTON MUSIC  
CORP.

FRIBERG, A.  
Mountie admires papoose held by squaw  
with proud red father in background.  
See NORTHWEST PAPER CO.  
Mountie sings with frontier kids to  
accompaniment of gramophone. See  
NORTHWEST PAPER CO.  
Settler plowing with oxen holds  
reward poster, points to left for  
Mountie. See NORTHWEST PAPER  
CO.

FULLER, EDGAR I.  
Suckle spoon; instinctive feeding  
for the loving care your precious  
baby deserves. (Display card)  
© Edgar I. Fuller & Joseph  
Gatzka; 23Jan66; KK193940.

## G

G-W FOOD PRODUCTS CORP. OF INDIANA. ©  
Even folks who aren't thrift minded  
shop at A & P. (In New York journal-  
American, Nov. 3, 1965, p.16)  
Appl. author: Gardner Advertising  
Co., Inc. © 3Nov65; KK192109.

Ever see one hat that would satisfy  
every woman's taste? (In New York  
journal-American, Feb. 2, 1966,  
p.10) Appl. author: Gardner Ad-  
vertising Co., Inc. © 2Feb66;  
KK194575.

Frozen pizza with cheese & tomatoes;  
net wt. 1 lb. On folding carton.  
© 1Sep65; KK194680.

Frozen pizza with pepperoni, cheese  
& tomatoes; net wt. 1 lb. 2 oz.  
On folding carton. © 1Sep65;  
KK194682.

Frozen pizza with smoked sausage,  
cheese & tomatoes; net wt.  
1 lb. 2 oz. On folding carton.  
© 1Sep65; KK194681.

Guess who the boss is at your A&P?  
(In New York journal-American,  
Dec. 8, 1965, p.14) Appl. author:  
Gardner Advertising Co., Inc.  
© 8Dec65; KK192217.

How good are A & P frozen vegetables?  
(In New York world-telegram and  
sun, Mar. 16, 1966, p.22) Appl.  
author: Gardner Advertising Co.,  
Inc. © 16Mar66 (in notice: 1965);  
KK194094.

How thin should spaghetti be? (In  
New York world-telegram and sun,  
Feb. 23, 1966, p.22) Appl. author:  
Gardner Advertising Co., Inc.  
© 23Feb66; KK194095.

Know when our ship came in? (In  
New York journal-American, Feb. 9,  
1966, p.12) Appl. author: Gardner  
Advertising Co., Inc. © 9Feb66;  
KK193884.

Last Thanksgiving, A & P sold more  
than 962,000 turkeys. (In New York  
journal-American, Nov. 17, 1965,  
p.15) Appl. author: Gardner Adver-  
tising Co., Inc. © 17Nov65;  
KK192101.

A lot of your neighbors have stopped  
baking pies; maybe it's because  
they discovered Jane Parker pies.  
(In New York world-telegram and  
sun, Mar. 23, 1966, p.20) Appl.  
author: Gardner Advertising Co.,  
Inc. © 23Mar66; KK194092.

Our rise as a manufacturer began with  
baking powder. (In New York journal-  
American, Feb. 16, 1966, p.12)  
Appl. author: Gardner Advertising  
Co., Inc. © 16Feb66; KK194093.

Outdoor chefs are very fussy;  
hardwood charcoal briquets. (In  
The Reporter dispatch, White Plains,  
N. Y., May 25, 1966, p.43) Appl.  
author: Gardner Advertising Co.,  
Inc. © 25May66; KK194991.

Self-service, pre-packaged meats  
can be a problem! (In The Reporter  
dispatch, Northern Westchester ed.,  
White Plains, N. Y., Apr. 13, 1966,  
p.36) Appl. author: Gardner Ad-  
vertising Co., Inc. © 13Apr66;  
KK194567.

Take a look at your new pantry. (In  
Chicago tribune, Mar. 24, 1966,  
section 2, p.6) Appl. author:  
Gardner Advertising Co., Inc.  
© 24Mar66; KK194352.

This message is not for A&P customers;  
Del Monte drink. (In New York  
journal-American, Jan. 26, 1966,  
p.12-13) Appl. author: Gardner  
Advertising Co., Inc. © 26Jan66;  
KK192866.

We have a new year's resolution we'd  
like you to make; turkeys U. S.  
Gov't. inspected grade A. (In  
New York journal-American, Dec. 29,  
1965, p.7) Appl. author: Gardner  
Advertising Co., Inc. © 29Dec65;  
KK192865.

We've said it 106 times and we want  
to say it again, merry Christmas.  
(In New York journal-American,  
Dec. 20, 1965, p.9) Appl. author:  
Gardner Advertising Co., Inc.  
© 20Dec65; KK192107.

What does Western Union have to do  
with Jane Parker white bread?  
(In New York journal-American,  
Jan. 12, 1966, p.8) Appl. author:  
Gardner Advertising Co., Inc.  
© 12Jan66; KK192717.

What is a mother? (In The Reporter  
dispatch, White Plains, N. Y.,  
northern Westchester ed., May 4,  
1966, p.40) Appl. author: Gardner  
Advertising Co., Inc. © 4May66;  
KK194627.

What is coffee mill flavor? (In The  
Reporter dispatch, Mar. 30, 1966,  
p.38) Appl. author: Gardner Ad-  
vertising Co., Inc. © 30Mar66;  
KK194088.

What is the definition of a private  
brand? (In The Reporter dispatch,  
White Plains, N. Y., northern West-  
chester ed., Apr. 27, 1966, p.44)  
Appl. author: Gardner Advertising  
Co., Inc. © 27Apr66; KK194617.

What quality beef does A&P sell?  
(In The Evening bulletin, Phila-  
delphia, Nov. 3, 1965, p.59)  
Appl. author: Gardner Advertising  
Co., Inc. © 3Nov65; KK192364.

When we advertise a special, we  
always have an ample supply but ...  
rain check; Indian River seedless  
grapefruit. (In New York journal-  
American, Jan. 19, 1966, p.20-21)  
Appl. author: Gardner Advertising  
Co., Inc. © 19Jan66; KK192867.

Who cares about the amount of paper  
in a tea bag; Nectar tea bags.  
(In Woman's day, Mar. 1966, p.90J)  
Appl. author: Gardner Advertising  
Co., Inc. © 1Mar66; KK193401.

Who cares if canned soup is one day  
old or ten; Ann Page condensed  
tomato soup. (In New York world  
telegram & sun, Mar. 7, 1966,  
p.30) Appl. author: Gardner  
Advertising Co., Inc. © 7Mar66;  
KK193790.

Who cares if one string of spaghetti  
is thinner than the others?  
(In Chicago tribune, Jan. 3, 1966,  
p.9) Appl. author: Gardner Adver-  
tising Co., Inc. © 3Jan66;  
KK192719.

Who cares if the special is sold out  
by the time you get there? (In  
Chicago tribune, Dec. 20, 1965,  
section 2, p.10) Appl. author:  
Gardner Advertising Co., Inc.  
© Great A & P Tea Co., Inc.;  
20Dec65; KK192102.

Who cares if there are peanuts in the  
mixed nuts? (In The Scranton times,  
Nov. 29, 1966, p.13) Appl. author:  
Gardner Advertising Co., Inc.  
© 29Nov65; KK194609.

Who cares when it was canned? (In  
Chicago daily news, Jan. 10, 1966,  
p.8) Appl. author: Gardner Adver-  
tising Co., Inc. © 10Jan66;  
KK192690.

Who cares when the fish in the dinner  
is cooked; Cap'n John's. (In  
Woman's day, Mar. 1966, p.90 I)  
Appl. author: Gardner Advertising  
Co., Inc. © 1Mar66; KK193889.

Who cares whether the cherries in the  
pie are Grade A ... we care. (In  
The Reporter-dispatch, White Plains,  
N. Y., May 9, 1966, p.17) Appl.  
author: Gardner Advertising Co.,  
Inc. © 9May66; KK194835.

Who cares whether there are 200 tissues  
in the box, or only 199? (In New  
York journal-American, Dec. 6, 1965,  
p.6) Appl. author: Gardner Adver-  
tising Co., Inc. © 6Dec65;  
KK191874.

Who finds all the lost mothers at  
A & P? (In The Reporter dispatch,  
White Plains, N. Y., northern West-  
chester ed., May 11, 1966, p.36)  
Appl. author: Gardner Advertising  
Co., Inc. © 11May66; KK194628.

Why does the fish in Cap'n John's  
frozen fish dinners taste fresh  
cooked? (In New York world-tele-  
gram and sun, Mar. 2, 1966, p.16)  
Appl. author: Gardner Advertising  
Co., Inc. © 2Mar66; KK194090.

You can't make a mistake at A&P.  
(In New York journal-American,  
Jan. 5, 1966, p.8) Appl. author:  
Gardner Advertising Co., Inc.  
© 5Jan66; KK192691.

You'll see red but like it if you  
shop A & P. (In The Ann Arbor  
news, May 11, 1966, p.22) Appl.  
author: Gardner Advertising Co.,  
Inc. © 11May66; KK194816.

GAGNE ASSOCIATES, INC.  
Porta-trace, low cost, portable, extra  
thin, light weight. Folder.  
© Porta-trace, division of Gagne  
Associates, Inc. (in notice: Gagne  
Associates, Inc.); 3Jan66; KK192355.



## GANDY CO. ©

Disk-mounted applicator for granular chemicals 10, 12, and 14 foot sizes. Folder. (Form DM 166) Appl. author: Ebenhard S. Gandrud. © 1Jan66; KK193233.

901 regular and junior granular chemical applicators. Folder. (Form 901 166) Appl. author: Ebenhard S. Gandrud. © 1Jan66; KK193232.

Ro-Wheels for incorporating weed and insect-control chemicals. Folder. (Form 15 1265) Appl. author: Ebenhard S. Gandrud. © 1Dec65; KK193231.

Ro-Wheels for incorporating weed and insect-control chemicals. Sheet. (Form J15 266) Appl. author: Ebenhard S. Gandrud. © 1Feb66; KK193230.

## GARNEAU (JOSEPH) CO. ©

Again in Alabama; Usher's Green Stripe blended Scotch whisky. (In Time, Mar. 5, 1966, p.106) © 5Mar65; KK191995.

Tiffany Eubank won't without her Green Stripe, it's the first civilized Scotch, you know. Sheet. © 13May65; KK194276.

Tiffany Eubank won't without her Greer Stripe; it's the first civilized Scotch, you know. Girl bullfighter. Sheet. © 10Nov65; KK195057.

Tiffany Eubank won't without her Green Stripe; it's the first civilized Scotch, you know. Girl on skateboard. Sheet. © 2Aug65; KK195056.

## GARRETT HEWITT INTERNATIONAL, INC. ©

Fine sable eye liner brush by Collette of California; no.94NB. Card. © 1Apr65; KK192399.

## GASNICK, JACK. ©

Safety starts between the ears. Sticker. © 25Mar66 (in notice: 1965); KK194704.

## GATZKA, JOSEPH.

Suckle spoon. See FULLER, EDGAR I.

## GEISEL, TED.

Dr. Seuss presents, If I ran the zoo; CAL-1078. Record sleeve. © Dr. Seuss, pseud. of Ted Geisel; 28Feb66; KK193034.

## GENERAL FOODS CORP. ©

Here's a real break for you; Toast'em Pop-Ups. (In New York Journal-American, Apr. 17, 1966, pictorial living section, p.3) Appl. author: Foote, Cone & Belding. © 17Apr66; KK194729.

## GENERAL FOODS, INC. ©

Like lemonade, you'll love Twist; imitation lemonade mix with sugar. (In Good housekeeping, June 1966, p.151) Appl. author: Foote, Cone & Belding. © 19May66; KK194714.

## GENERAL WATER CONDITIONING, INC. ©

Add with detergent, no waiting for final rinse, Miracle White concentrated fabric softener; net contents 1 quart. Sticker. © 5Jan66; KK194266.

Free, 77 magic cleaning tips, Miracle Spray 'n Wipe, cleans instantly; net contents 1 pint. Sticker. © 1Mar66; KK194264.

Free stain chart ... Miracle White; net contents 1 quart. Sticker. NM: additions. © 1Mar66; KK194265.

Household hints on back panel, Miracle White; net contents 1/2 gallon. Sticker. NM: additions. © 4Apr66; KK194267.

Solutions to your household cleaning problems, new Miracle Spray 'n Wipe, 77 magic cleaning tips. (In St. Louis post-dispatch, Mar. 17, 1966, p.15C) © 17Mar66; KK194269.

Stain chart on back panel, Miracle White; net contents 1/2 gallon. Sticker. NM: additions. © 11Apr66; KK194268.

## GEORGIA, ROY F. ©

Help your friends own a home; Never More Room, Own a Photo Home. Card. © 1May66; KK194923.

## GERMAIN'S, INC. ©

Broadleaf weed killer; net contents 1 pint. Sticker. © 22Jan66; KK192678.

Lawn fungicide with iron; net contents 1 pint. Sticker. © 22Jan66; KK192677.

Multi-purpose tomato and vegetable dust; net weight 10 ounces. On can. © 13Apr66; KK194023.

Rose Guard; net weight 5 lbs. Sticker. © 23Jun66; KK195116.

Snail, slug & insect killer; net weight one pound. Sticker. © 14Apr66; KK194022.

## GILDROSE PRODUCTIONS, LTD.

Enter the dangerous world of James Bond 007, play it if you dare; 5618. M. Bradley Co. On wrapper. © Gildrose Productions, Ltd. & Danjaq, S.A.; 23Aug65; KK193185.

## GILLETTE CO. ©

The bugs are out; this new bug-less blade goes under the name, Super Stainless Blade. (In Time, Feb. 25, 1966, p.M8) Appl. author: Doyle Dane Bernbach, Inc. © 22Feb66; KK194655.

Compliments of some friends; Foamy shaving cream. (In Tobacco retailer's almanac, 1966 annual, p.11) © 27Dec65; KK192105.

The Gillette plan that ends blade handling forever; new Gillette Technomatic Razor with the razor band. (In Life, Jan. 21, 1966, p.R5) © 21Jan66; KK192697.

Have you tried the razor that uses no blades at all; Technomatic. (In Life, Feb. 25, 1966, p.R6) © 25Feb66; KK193585.

Introducing the new Gillette Technomatic razor. (In Life, Chicago ed., Apr. 8, 1966, p.R10) © 4Apr66; KK194222.

Is this the week you end blade handling forever; Technomatic razor. (In Time, Chicago ed., June 17, 1966, p.C3) © 17Jun66; KK195090.

Max, did you see this Towne-Oller deodorant report? Gillette said Right Guard was #1, but holy cow. (In Progressive grocer, Jan. 1966, p.146) © 1Jan66; KK194228.

The new Gillette Technomatic razor is here. (In Chicago sun-times, Mar. 21, 1966, p.83) © 21Mar66; KK193586.

1903, the Gillette razor blade; 1965, the Gillette razor band; Technomatic razor. (In Life, Nov. 19, 1966, p.132-133) © 19Nov65; KK192698.

Practically everybody falls for this line; Nationally Advertised Brands Promotion. (In Chain store age, variety ed., Jan. 1966, p.162-163) © 30Dec66; KK192352.

Six Gillette Super Stainless steel edges on a continuous Super Stainless band, end blade handling forever; Technomatic. (In Life, May 13, 1966, p.R15) © 9May66; KK194973.

6 shaving edges on a continuous razor band ... technomatic shaving is here. (In New York herald tribune, Dec. 6, 1965, p.29) © 6Dec65; KK192856.

Slim, trim, utterly feminine, hardly bigger than your hand, new cosmetic Right Guard in the compact container created just for you. (In Glamour, June & July 1966, p.38) © 20May66; KK194979.

Soothing, smoothing, does wonderful things for your legs; Lady Gillette. [Seated woman wrapped in towels] (In Vogue, June 1965, p.35) © 1Jun65; KK192236.

There's a great big undeveloped market in the bag; Lady Gillette after shaving moisturizer. (In Chain store age, drug ed., Feb. 1966, p.61) © 3Feb66; KK193651.

This is an ad for a razor blade. Aspirin version. (In The New York times magazine, Mar. 30, 1966, p.22-23) Appl. author: Doyle Dane Bernbach, Inc. © 30Mar66; KK193922.

This is the idea behind the new Gillette Technomatic razor. (In Life, New York & Los Angeles ed., Apr. 8, 1966, p.R11) © 4Apr66; KK194227.

This one got big fast; Heads Up hair grooming. (In Chain store age, variety ed., Mar. 1966, p.29) © 28Feb66; KK193652.

Want to see some Foamy turnover? Here's how; shaving cream with K-34. (In Drug topics, Dec. 27, 1965, p.25) © 26Dec65 (in notice: 1966); KK192190.

We've bagged the perfect answer, Lady Gillette complete shaving care. (In Chain store age, variety ed., Apr. 1966, p.12) © 30Mar66; KK193843.

We've made a mess out of our Father's Day promotion; vacation & travel kit. (In Chain store age, Apr. 1966, p.43) Appl. author: Doyle Dane Bernbach, Inc. © 29Mar66; KK194582.

We've taped many weeks of shaving and put it in a cartridge; new Gillette Technomatic razor comes to Chicago. (In Chicago daily news, Mar. 21, 1966, p.30) © 21Mar66; KK193584.

We've taped many weeks of smooth shaving ... Gillette invents Technomatic shaving. (In New York world-telegram and sun, Dec. 13, 1965, p.36) © 13Dec65; KK192191.

## GILLIOM, LYLE E. ©

Gil-built build-it-yourself plan no.TB-1; Tiger-bike mini-bike. Sheet. © 11Oct65; KK192493.

## GILMAN (MARTY) INC. ©

Tackleback. Folder. Appl. author: Martin John Gilman. © 13May66; KK194958.

## GLADEN ENTERPRISES, INC. ©

Satellite launcher interceptor missile. On folding carton. (Catalogue no.IM-300) Appl. author: Carl F. Gladen. © 14Oct65; KK192041.

## GLASTEEL, INC. ©

Build a carport, patio or porch roof with Glasteel translucent fiberglass panels; now in one complete package, everything you need. Sheet. © 1Apr66; KK194032.

Fiberglass panel installation instructions for carports, patios & porch roofs. Folder. © 1Apr66; KK194036.

Fiberglass roof package for carport, patio & porch roofs; dealer sales guide. Folder. © 1Apr66; KK194035.

Fiberglass roof package, no.153; fiberglass panels warranted 10 years. Sheet. © 1Apr66; KK194034.

Fiberglass roof package, no.155; Coronet with XTF guaranteed 20 years. Sheet. © 1Apr66; KK194033.

GLATT, HERBERT. See MAGLA PRODUCTS.

# GLENMORE DISTILLERIES CO. ©

In 1958 this Kentucky Tavern was barreled for an 8 year nap ... 8 years later, Paul Burke met Kentucky Tavern. (In Chicago Tribune, June 22, 1966, p.16) Appl. author: Tatham-Laird & Kudner, Inc. © 22Jun66; KK195123.

# GLIDROSE PRODUCTIONS, LTD.

James Bond 007 card game; 4665. Milton Bradley Co. On wrapper. © Glidrose Productions, Ltd. & Danjaq, S.A.; 30Dec65; KK194196. James Bond 007 goldfinger game; 4635. Milton Bradley Co. On wrapper. © Glidrose Productions, Ltd. & Danjaq, S.A.; 1Jan66; KK194195.

# GOLDEN MIX, INC. ©

Frying Magic, seasoned breading for chicken, fish & meat; net wt. 1 lb. 4 oz. On wrapper. © 10Jun65; KK192116.

# GOODLING ELECTRIC CO., INC. ©

Econ-O-Kleen, modern flame heat, is clean heat. [Envelope] Appl. author: Charles G. Eyster. © 15Dec65; KK194646.

For low utility bills, Super-Saver hot water generator. [Envelope] Appl. author: Charles G. Eyster. © 15Dec65; KK194647.

Guaranteed against failure until 1990, Econ-O-Kleen heating comfort and cleanliness. [Envelope] Appl. author: Charles G. Eyster. © 15Dec65; KK194645.

Know where it hurts if you don't have a Super-Saver hot water generator? Right here. [Envelope] Appl. author: Charles G. Eyster. © 30Dec65; KK194643.

Scrub 'em, that's what and you could do the whole safari with a Super-Saver hot water generator. [Envelope] Appl. author: Charles G. Eyster. © 30Dec65; KK194644.

You'll find him in the savings if you use a Super-Saver hot water generator. [Envelope] Appl. author: Charles G. Eyster. © 15Dec65; KK194648.

GORALNIK, BARRY. See ELLIOT-BARRY CO.

# GORDON (CLAUD S.) CO. ©

Make Gordon your one stop shop for capital equipment & accessories. Sheet. (Bulletin 7-200) © 31May66; KK194916.

Serv-Rite insulated thermocouple wire, thermocouple extension wire, 11 p. (Bulletin 1-100) © 3May66; KK194873.

Versatile, new, Gordon carbon equivalent determinator/melt temperature instrument package. Sheet. (Bulletin 7-300) © 18Apr66; KK194010.

When you need multipoint temperature readout deep or tall, specify Gordon bi-metal multipoint thermocouple assemblies. Sheet. (Bulletin 1-501) © 15Apr66; KK194651.

# GORHAM CORP.

Final call, Gorham sterling save-by-the-set. Folder. © Gorham a.a.d.o. Gorham Corp.; 4Apr66; KK194944.

For a limited time save \$50, Gorham sterling 36-piece service for eight, your choice of 20 patterns. Folder. © Gorham a.a.d.o. Gorham Corp.; 10Jan66 (in notice: 1965); KK194577.

Free: Gorham holiday gift for you. Folder. © Gorham a.a.d.o. Gorham Corp.; 13Sep65; KK194675.

Gift to you, sterling. Folder.

© Gorham a.a.d.o. Gorham Corp.; 28Mar66; KK194585.

Gift to you, sterling; Alencon. Card.

© Gorham a.a.d.o. Gorham Corp.; 27Apr66; KK194968.

A regal invitation from Gorham sterling, save-by-the-set! Folder.

© Gorham a.a.d.o. Gorham Corp.; 10Jan66 (in notice: 1965); KK194576.

Spring 1966 Gorham sterling. 1 v.

© Gorham a.a.d.o. Gorham Corp.; 4Feb66; KK194674.

# GOULD, CARGILL & CO., INC. ©

Bat-o-rang, exciting new bat-wing boomerang! Folder. Appl. author: John C. Gould. © 20Apr66; KK194140.

GRANT, ORTON A. See ART-CO PRODUCTS CO.

# GRAVEM-INGLIS BAKING CO. ©

Those on the go; Sunbeam. Cat on Skates. (In The Modesto bee, Mar. 17, 1966, p.A3) © 17Mar66; KK193788.

Those on the go; Sunbeam. Hunter & 2 elephants. (In The Sacramento bee, Mar. 16, 1966, p.B8) © 16Mar66; KK193782.

Those on the go; Sunbeam bag bread. Cat in boat with catch. (In The Sacramento bee, Mar. 16, 1966, p.E10) © 16Mar66; KK193788.

Those on the go; Sunbeam bag bread. Cat in sports car. (In The Sacramento bee, Mar. 23, 1966, p.F1) © 23Mar66; KK193784.

# GREAT A & P TEA CO., INC. ©

Who cares, today, when a product doesn't live up to its promise, who cares ... we care. (In The New York times, Oct. 17, 1965, p.59) Appl. author: Gardner Advertising Co., Inc. © 17Oct65; KK193345.

# GREAT ATLANTIC & PACIFIC TEA CO., INC. ©

All brands bearing the A & P seal are not better than national brands. (In New York journal-American, Nov. 10, 1965, p.10) Appl. author: Gardner Advertising Co., Inc. © 10Nov65; KK192108.

A bargain, a real value is not a matter of price alone! (In The Reporter dispatch, Northern Westchester ed., White Plains, N. Y., Apr. 20, 1966, p.42) Appl. author: Gardner Advertising Co., Inc. © 20Apr66; KK194559.

Can anyone promise that shopping for Christmas dinner will be fun? (In New York journal-American, Dec. 15, 1965, p.16) Appl. author: Gardner Advertising Co., Inc. © 15Dec65; KK192218.

Did you ever think of getting your Easter bonnet from A&P? (In The Reporter dispatch, Northern Westchester ed., Apr. 6, 1966, p.36) Appl. author: Gardner Advertising Co., Inc. © 6Apr66; KK194372.

Do pennies make a difference in your food bill? (In New York world-telegram and sun, Mar. 9, 1966, p.20) Appl. author: Gardner Advertising Co., Inc. © 9Mar66; KK194091.

# GREAT WESTERN SUGAR CO. ©

GW Pre-Beta-1 liquid, a preplant herbicide for selective control of certain weeds in sugar beets; net contents 5 U. S. gallons. Sticker. © 30Mar65; KK192805.

# GREEN (RUSS) ASSOCIATES, INC. ©

Bonus savings on Chevrolet, ask for me and see. Card. Appl. author: Russell A. Green. © 1Dec65; KK193363.

# GREEN GIANT CO. ©

Eureka, a quiet day at the bean factory. (In The New Yorker, Oct. 23, 1965, p.77) Appl. author: Leo Burnett Co., Inc. © 21Oct65; KK193130.

From the valley of the Jolly Green Giant, a pea for every taste; Kounty K1st. (In Food management, Sept. 1965, p.15) Appl. author: Leo Burnett Co., Inc. © 7Oct65; KK193135.

From the valley of the Jolly Green Giant, best shape beans have ever been in; green beans. (In Hospitality, Sept. 1965, p.45) Appl. author: Leo Burnett Co., Inc. © 1Oct65; KK193136.

From the valley of the Jolly Green Giant, freshest taste in corn; Niblets. (In Institutions magazine, Nov. 1965, p.153) Appl. author: Leo Burnett Co., Inc. © 1Nov65; KK193138.

Good news, New York, the Green Giant uses no city water when he packs his Niblets brand corn. (In The New Yorker, Sept. 18, 1965, p.139) Appl. author: Leo Burnett Co., Inc. © 16Sep65; KK193127.

The Green Giant wants to send you something to hug, your own Green Giant rag doll; frozen vegetables. (In Seattle times, Nov. 7, 1965, comics) Appl. author: Leo Burnett Co., Inc. © 7Nov65; KK193139.

He walks tall and packs two peas; Le Sueur. (In The New Yorker, Oct. 2, 1965, p.166) Appl. author: Leo Burnett Co., Inc. © 30Sep65; KK193129.

Hey, Green Giant what's new besides ho ho ho; Niblets. (In Institutional distribution; Oct. 1965, p.3 of cover) Appl. author: Leo Burnett Co., Inc. © 4Oct65; KK193131.

The Jolly Green Giant sends you a ho-ho-whole summer-full of good things; Niblets. (In McCall's, Oct. 1965, p.28) Appl. author: Leo Burnett Co., Inc. © 24Sep65; KK193125.

The legendary limas of Giant the Green; baby lima beans. (In The New Yorker, Dec. 11, 1965, p.45) Appl. author: Leo Burnett Co., Inc. © 9Dec65; KK193132.

New pack is in, your next order; Niblets. (In Volume feeding management, Oct. 1965, p.3 of cover) Appl. author: Leo Burnett Co., Inc. © 4Oct65; KK193137.

The Niblets are coming, again. (In Supermarket news, New York, Aug. 30, 1965, p.13) Appl. author: Leo Burnett Co., Inc. © 30Aug65; KK193122.

Pin on your button, pull up your curb, and dig in; corn on the curb. (In The New Yorker, July 24, 1965, p.55) Appl. author: Leo Burnett Co., Inc. © 22Jul65; KK193141.

Suppose you ask Jeeves to take the Bentley into town; Le Sueur brand very young small early peas. (In Ladies' home journal, Dec. 1965, p.108) Appl. author: Leo Burnett Co., Inc. © 25Nov65; KK193126.

What's new besides ho ho ho, a Green Giant display. (In Progressive grocer, Nov. 1965, p.142) Appl. author: Leo Burnett Co., Inc. © 1Nov65; KK193133.

What's new besides ho ho ho, a jolly red Santa Claus promotion; white corn. (In Progressive grocer, Oct. 1965, p.124) Appl. author: Leo Burnett Co., Inc. © 1Oct65; KK193143.



## GREEN GIANT CO.,-Con.

What's new besides ho ho ho, for the 27th year in a row. (In Progressive grocer, Sept. 1965, p.78) Appl. author: Leo Burnett Co., Inc. © 1Sep65; KK193140.

What's new besides ho ho ho, forty million pop-up coupons. (In Progressive grocer, Aug. 1965, p.88) Appl. author: Leo Burnett Co., Inc. © 1Aug65; KK193124.

What's new besides ho ho ho, Niblets, cream style. (In Supermarket news, New York, Dec. 6, 1965) Appl. author: Leo Burnett Co., Inc. © 6Dec65; KK193123.

What's new besides ho ho ho, peas with mushrooms. (In The Evening bulletin, Philadelphia, Oct. 20, 1965, p.27) Appl. author: Leo Burnett Co., Inc. © 20Oct65; KK193134.

What's new besides ho ho ho, small size cans. (In Progressive grocer, July 1965, p.39) Appl. author: Leo Burnett Co., Inc. © 1Jul65; KK193142.

Which shell has the 22 little Le Sueur peas under it? (In Sunset, Oct. 1965, p.233) Appl. author: Leo Burnett Co., Inc. © 25Sep65; KK193128.

## GREGA ENTERPRISES.

Gregameter, universal time and space chart. Sheet. © Mike Grega d.b.a. Grega Enterprises; 15Nov65; KK192045.

## GREGOR (CHARLES) CREATIONS, INC.

Tell the world with a GTO antenna ball. Folder. © Charles Gregor Creations, Inc. k.a. Gregor; 11Jan66; KK192520.

## GRIFFIN PIE CO. ©

Dunking sticks. Sticker. © 11Mar66; KK193521.

## GROSS, CHARLES.

For works designed by Charles Gross See MICHEL'S DESIGNS, INC.

## GUERLAIN, SOCIETE. ©

Sapoceti; 1'Heure bleue. France. On wrapper. © 11May66 (in notice: 1965); KK194399.

## GUGGENHEIM (KARL) INC.

Crazy labels, 4 for 5¢. Sheet. © Karl Guggenheim, Inc., whose a.a.d. is K. G., Inc.; 28Jan66; KK192439.

Go-Go rings. Card. © Karl Guggenheim, Inc. whose a.a.d. is K. G., Inc.; 11Jan66; KK192549.

## GULF POOL EQUIPMENT CO. ©

Dial'n order, the new easy way for buying pool equipment. Card. © 17Jan66; KK193578.

## H

## H. G. A., INC. ©

Super Bat on his flying batboard. Card. Appl. author: Herbert Gross. © 30Mar66; KK194021.

## HADCO ALUMINUM PRODUCTS CO. ©

Add the distinctive beauty of Hadco lighting to your buildings and grounds; lighting by Hadco. 1 v. Appl. author: Everybodys Pub. Co. © 15Oct65; KK192540.

## HAGIN, FORREST P.

Brand new, hot juvenile item, a sure fast seller, Knuck triangle and

circle checkers. Sheet. © Forrest P. Hagin a.k.a. P. Hagin; 30Jun65 (in notice: 1964); KK192827.

## HAMMOND ORGAN CO. ©

At the Hammond organ ... you'll find top professional organists, like Jimmie Smith. (In International musician, Jan. 1966, p.21) Appl. author: James J. Drain. © 1Jan66 (in notice: 1965); KK192442.

Did Christmas come earlier for you this year? (In PTM, Dec. 1965, p.21) Appl. author: James J. Drain. © 1Dec65; KK191840.

The exciting new E-200 series Hammond organ is right for almost any institutional need! (In Commerce magazine, Mar. 1966, p.161) Appl. author: James J. Drain. © 1Mar66 (in notice: 1965); KK193550.

The great new sound that's about to happen started with U. S. Patent no.1,956,350. (In Life, Apr. 1, 1966, p.99) Appl. author: James J. Drain. © 1Apr66; KK194281.

Hammond Organ Company continues its awards to students and teachers in MTNA high school auditions. (In American music teacher, Jan. 1966, p.9) Appl. author: James J. Drain. © 1Jan66; KK192441.

Hammond Organ Company presents another in a series of messages. [Endorsed by Mrs. Carl Motley] (In Clavier, Jan.-Feb. 1966, p.15) Appl. author: James J. Drain. © 1Jan66; KK192729.

Hammond Organ Company presents another in a series of messages recognizing the contributions of outstanding music teachers. [Endorsed by Bill Irwin] (In Musart, Sept.-Oct. 1965, p.39) Appl. author: James J. Drain. © 1Sep65; KK191841.

How to discover and develop your musical talent. (In The Wall Street journal, July 23, 1965, p.6) Appl. author: James J. Drain. © 23Jul65; KK193306.

If you can't play a note but wish you could. (In The Wall Street journal, July 21, 1965, p.2) Appl. author: James J. Drain. © 21Jul65; KK193305.

If you can't play a note but wish you could, send for this free record. (In Esquire, Feb. 1966, p.32) Appl. author: James J. Drain. © 1Feb66; KK192733.

If you've been saving for a Hammond Organ, relax! (In Life, Nov. 12, 1965, p.35) Appl. author: James J. Drain. © 12Nov65; KK193319.

Jimmy Smith wins the downbeat poll with a Hammond organ, is there any other kind? (In Down beat NMM daily, June 28, 1965, p.6) Appl. author: James J. Drain. © 28Jun65; KK193863.

My hands made glorious music, yet, 6 months before, I couldn't play a note. (In The Wall Street journal, July 22, 1965, p.3) Appl. author: James J. Drain. © 22Jul65; KK193303.

News, there's so much that's new in the Hammond Organ line. (In Down beat NMM daily, June 30, 1965, p.8) Appl. author: James J. Drain. © 30Jun65; KK193304.

Now Hammond Organ announces a play to expand your classroom music activity. (In The Catholic educator, Jan. 1966, p.3) Appl. author: James J. Drain. © 1Jan66; KK193300.

Now there's a simple test for hidden musical talent. (In The Wall Street journal, July 20, 1965, p.2) Appl. author: James J. Drain. © 20Jul65; KK193302.

One of a series of full-color ads helping to make Hammond Organ music's most valuable franchise! (In

Musical merchandise review, Feb. 1966, p.9) Appl. author: James J. Drain. © 1Feb66; KK194715.

One of a series of full-color ads helping to make Hammond organ music's most valuable franchise. (In Musical merchandise review, Mar. 1966, p.10) Appl. author: James J. Drain. © 1Mar66; KK194176.

The rector reports on the new Hammond Grand-100 in St. Mary's Cathedral, Trenton, New Jersey. (In Catholic building and maintenance, Nov.-Dec. 1965, p.23) Appl. author: James J. Drain. © 1Nov65; KK193308.

So you want to make more money teaching! (In Clavier, May-June 1966, p.4 of cover) Appl. author: James J. Drain. © 1May66; KK194858.

There's never been a better year to sell Hammond Organs. Illus.: Doorway to the Imperial Suite, Conrad Hilton Hotel. (In Musical merchandise review, June 1965, p.13) Appl. author: James J. Drain. © 1Jun65; KK193314.

This patented Hammond feature can make an organ in a church basement sound like it's in a cathedral. (In Christian life, May 1966, p.9) Appl. author: James J. Drain. © 1May66; KK194280.

Why the new organ in Canterbury Cathedral has no pipes. (In Life, Feb. 18, 1966, p.40) Appl. author: James J. Drain. © 18Feb66; KK192722.

Why there's never been a better year to sell Hammond Organs. (In Down beat NMM daily, June 29, 1965, p.12) Appl. author: James J. Drain. © 29Jun65; KK193307.

You needn't be a professional to play it. (In Ebony, Nov. 1965, p.5) Appl. author: James J. Drain. © 1Nov65; KK193321.

You'll play the Hammond in an hour and enjoy it all your life. (In Holiday, Nov. 1965, p.99) Appl. author: James J. Drain. © 1Nov65; KK193320.

## HANNA-BARBERA PRODUCTIONS, INC. ©

The Flintstones jigsaw puzzle; 4611; 100 interlocking pieces. [Fred in buffalo costume with Pebbles & Bamm-Bamm on his back] Whitman Pub. Co. On wrapper. © 4Jan66 (in notice: 1965); KK192920.

## HARPER (I. W.) DISTILLING CO. ©

Is it love, or money? (In Bev, Oct. 1, 1965, p.5) © 1Oct65; KK191845.

It's a long time between holidays, why not give the best! (In Esquire, Dec. 1965, p.4 of cover) © 1Dec65; KK193343.

It's a long time between holidays, why not give the best. (In Tacoma news tribune, Dec. 7, 1965, p.C-3) © 7Dec65; KK194185.

It's a long time between holidays, why not give the best! (In The New York times, Nov. 24, 1965, p.23) © 24Nov65; KK193341.

It's a long time between holidays, why not sell the best? (In Michigan beverage news, Nov. 15, 1965, p.13) © 15Nov65; KK192306.

It's always a pleasure, I. W. Harper, the golden medal Kentucky bourbon. (In Washington Afro-American, Oct. 12, 1965, p.7) © 12Oct65; KK191844.

## HARRISON HOME PRODUCTS CORP. ©

Revolutionary, perfect fit Adjustomatic dress form. Sheet. © 1Jan60; KK194969.

- HARTZ MOUNTAIN PRODUCTS CORP.** © Bell mirror provides companionship and amusement; no.126. Card. © 15Nov65; KK193656.
- Bird feeder or fountain holds a week's supply of seed or water; no.190. Card. © 15Nov65; KK193657.
- Buzz buzz balls, combination toy and exerciser. Card. © 8Nov65; KK193116.
- Catnip play mouse. On folding carton. © 2May66; KK194706.
- Dog Yummies; 52 weeks of network TV. (In Chain store age, Oct. 1965, p.186) © 4Oct65; KK192125.
- Feeding cups, large seed cup, small treat cup; no.174. Card. © 15Nov65; KK193655.
- 52 weeks' worth of network TV isn't bird seed; yes, a solid year of solid sell from Hartz Mountain. Folder. © 15Nov65; KK192126.
- Hartz turns on the sell with 52 weeks of network TV. (In Rack merchandising, Dec. 1965, p.23) © 6Dec65; KK194507.
- Lattice balls with bell, parakeet play toy; no.172. Card. © 15Nov65; KK193654.
- HARVEY, M. T.** See ART-CO PRODUCTS CO.
- HASSENFIELD BROS., INC.** © G. I. Joe jigsaw puzzle; new, 100 piece, 14 x 18 inches; no.4611. Landing. Whitman Pub. Co. On wrapper. © 23Nov65; KK192178.
- GI Joe jigsaw puzzle by Hasbro; no.4647; new, 150 piece. [Battle scene showing soldier with machine gun] Whitman. On wrapper. © 12Oct65; KK192319.
- GI Joe jigsaw puzzle by Hasbro; no.4647; new, 150 piece. [Sailor with binoculars] Whitman. On wrapper. © 12Oct65; KK192318.
- HAVERHILL'S.** © Gentlemen, if you purchase this shaver, we promise never to repair it; Accumen shaver. (In The Reporter, May 5, 1966, p.43) Appl. author: Samm Coombs. © 5May66; KK194588.
- If anyone close to you is hard of hearing ... If you have been looking for a hearing aid; Apollo hearing aid. (In San Francisco chronicle, Apr. 10, 1966, This world section, p.17) Appl. author: Samm Coombs. © 10Apr66; KK194954.
- If you have been looking for a hearing aid, you know it's a confusing, frustrating, terribly expensive business; Apollo hearing aid. (In The New republic, May 7, 1966, p.29) Appl. author: Samm Coombs. © 7May66; KK194586.
- The new triple-duty monocular system; Bicky Monocular System. (In Westways, May 1966, p.53) Appl. author: Samm Coombs. © 1May66; KK194587.
- You, even you, can spray-paint anything your wife desires without making a mess of it; Canyon paint sprayer. (In Christian Science monitor, June 21, 1966, p.3) Appl. author: Samm Coombs. © Gerardo Joffe d.b.a. Haverhill's; 21Jun66; KK195118.
- HAWAIIAN COMMODITY CO.** Pikake fragrant fertilizer; net contents 10 cu. in. On box. © Frank D. Mahoney d.b.a. Hawaiian Commodity Co.; 28Dec65; KK194573.
- HAWKINSON (PAUL E.) CO.** At last, vibration-free driving for car and truck owners; tire truing and balancing method. Folder. Appl. author: Raymond P. Hawkinson. © 8Feb66; KK192696.
- 5-rib siped sawtooth wraparound design; 1 1/4 inch flange. Sheet. Appl. author: Raymond P. Hawkinson. © Paul E. Hawkinson Co.; 2Jun66; KK194885.
- Tire truing and buffing machine; model R&E-15-D. Sheet. Appl. author: Raymond P. Hawkinson. © 21Jan66; KK192471.
- HAYDEN, STONE, INC.** If you feel your investment program needs a sense of direction, you'll hit it off with Hayden, Stone. (In Time, New York metro ed., Feb. 11, 1966, p.NY4) © 11Feb66; KK192700.
- If you think your investment program should be more go-go than dodo you'll hit it off with Hayden, Stone. (In Time, New York metro ed., Jan. 14, 1966, p.NY7-NY8) © 10Jan66; KK192753.
- If you're convinced your investment program should hold more muscle than fossil, you'll hit it off with Hayden, Stone. (In Time, New York metro ed., Apr. 8, 1966, p.NY17) © 4Apr66; KK193875.
- HEAR-N-DRIVE, INC.** © Learn to drive. Record sleeve. © 24Feb66; KK194570.
- HEGGBLADE-MARGULEAS CO. CO-RIVER CITRUS CO.** See CO-RIVER CITRUS CO.
- HERCULES, INC.** © Vibrocap SR, a top quality detonator. Sheet. (Explosives technical data) Appl. author: James J. O'Neill. © 4Apr66; KK194499.
- HERCULES POWDER CO.** © Don't be a bollworm rancher, stay ahead of trouble with Toxaphene-DDT. Sticker. Appl. author: C. A. Stainback. © 9Mar66; KK194808.
- New high-speed packaging system for film-wrapped egg cartons. Sheet. Appl. author: Joseph F. Guderian. © 3Nov65; KK192225.
- New high-speed packaging system for film-wrapped records; Hercules BC120 film. Sheet. Appl. author: Joseph F. Guderian. © 22Oct65; KK192224.
- Slurrex, a significant advance in blasting technique. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 31Jan66; KK192815.
- Slurrex, a significant advance in blasting technique. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 31Jan66; KK194150.
- HERSHEY CREAMERY CO.** © Ice cream, famous for quality since 1894, vanilla; net contents one half gallon liquid. On folding carton. © 18Jan66 (in notice:1965); KK193C15.
- HERTZ SYSTEM, INC.** © Car leasing? Hertz wrote the book. (In Dun's review and modern industry, Jan. 1, 1966, p.208) Appl. author: Norman, Craig & Kummel, Inc. © 1Jan66 (in notice: 1964); KK192349.
- Fly/drive! a Hertz reservation is the shortest distance between your plane and car. (In Newsweek international, Atlantic ed., Dec. 13, 1965, p.35) Appl. author: Norman, Craig & Kummel, Inc. © 6Dec65; KK192350.
- Go as far as you like with Hertz, there's no mileage charge; rent a car. (In Discover America, Mar. 26, 1966, p.56) Appl. author: Norman, Craig & Kummel, Inc. © 26Mar66; KK194467.
- Have a fit with Hertz fleet leasing; car lease. (In Forbes, May 1, 1966, p.42) Appl. author: Norman, Craig & Kummel, Inc. © 1May66; KK194471.
- Hertz skierized car, the one place you want to make a sitzmark this season; rent a car. (In Mainliner, Nov. 1965, p.4 of cover) Appl. author: Norman, Craig & Kummel, Inc. © 1Nov65; KK194469.
- How many movie stars were first discovered behind Hertz counters? Rent a car. (In Forbes, Apr. 15, 1966, p.46) Appl. author: Norman, Craig & Kummel, Inc. © 12Apr66; KK194511.
- In California, Hertz gets you where you want to go! (In Pictorial California, Dec. 1965, p.29) Appl. author: Norman, Craig & Kummel, Inc. © 15Dec65 (in notice: 1964); KK193453.
- It's yours for the driving; rent a car. (In Dinkler magazine, Nov. 1965, p.4 of cover) Appl. author: Norman, Craig & Kummel, Inc. © 25Oct65; KK194198.
- Let your Uni-card get you in a Hertz car; rent a car. (In Uni-card directory, fall 1965, p.4 of cover) Appl. author: Norman, Craig & Kummel, Inc. © 27Sep65; KK191969.
- Only Hertz offers full convention coverage. (In Travel weekly, Jan. 4, 1966, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 4Jan66; KK192348.
- Only Hertz offers full convention coverage; let Hertz put you in the driver's seat. (In Travel weekly, Jan. 4, 1966, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 4Jan66; KK194219.
- Save a lot of explaining, call Hertz; rent a car. (In Official airline guide, world wide timetable ed., Mar. 1966, cover) Appl. author: Norman, Craig & Kummel, Inc. © 1Mar66; KK194472.
- There are only 1000 of these for rent in the entire world, Hertz has them all. (In Sports car, Apr. 1966, p.4 of cover) Appl. author: Norman, Craig & Kummel, Inc. © 7Apr66; KK194070.
- Why Hertz girls would make good spies, nobody notices them. (In Scientific American, Feb. 1966, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 25Jan66; KK193177.
- HI-PALS FOOTWEAR, INC.** © Hi-Pals for men by Wellco; no-nail vulcanized construction. Sheet. © 9May65; KK192365.
- HICKS (DAVE) CO., INC.** © Hicks, finest in mobile homes; Debonaire. Folder. © 15Mar66; KK194217.
- HIGGINS, ALLEN.** See A & L HOSIERY CO.
- HILLS BROS. COFFEE, INC.** © Big coffee lovers size; exciting canister, 3 lb. can. Folder. © 7Apr66; KK194052.
- Exciting Kitchen Kanister, no extra cost; Hills Bros. coffee, net. wt. 3 pounds. Sheet. © 13Apr66; KK194051.
- Instant Hills Bros. coffee; 6 ounces. (Oval label) Sticker. © 20Apr65; KK192233.
- Ornamented label. [Floral motif] On can. © 23Sep65 (in notice: 1964); KK192234.
- Regular grind coffee; net wt. 1/2 pound. (Container label) On can. © 22Jun65; KK192068.
- Today, flavor so unbeatable it's reheatable. Sheet. © 4Apr66; KK194053.



HILLS-MCCANNA CO. ©  
Price list, Hills-McCanna ball valves;  
M502-Br. 1 v. (Form no. BV-66)  
© 8Mar66; KK193577.

HILTI. ©  
DX 100-L power piston drive tool.  
1 v. (Form no. H-77) © 5May61;  
KK193678.

DX 100-L power piston drive tool.  
1 v. (Form no. H-77A) NM: addi-  
tions & revisions. © 15Apr62  
(in notice: 1961); KK193677.

HIRSH (S. A.) MANUFACTURING CO. ©  
For home and office styling break-  
through in storage by Hirsh.  
1 v. Appl. author: David Shulman.  
© 1Nov65; KK192857.

History provides no clue to the  
origin of residential storage.  
Folder. Appl. author: David Shul-  
man. © 11Mar66; KK193463.

HOAGUE-SPRAGUE CORP. ©  
Gotham brand athletic footwear.  
On folding carton. © 4Sep64;  
KK194812.  
Houn' Dawgs. On folding carton.  
© 21Mar65; KK194811.  
Society Hill Debs, genuine hand  
sewn. On folding carton.  
© 3Aug65; KK194810.

HOFFMANN-LA ROCHE, INC. ©  
In season, bacterial upper respiratory  
infections. (In Medical economics,  
Nov. 30, 1964, p. 64a-64h) Appl.  
author: William Douglas McAdams,  
Inc. NM: revisions. © 30Nov64;  
KK193376.

In season, bacterial upper respiratory  
infections. (In Medical world news,  
Oct. 23, 1964, p. 71-78) Appl. au-  
thor: William Douglas McAdams, Inc.  
NM: additions & revisions.  
© 23Oct64; KK193366.

In season, upper respiratory infec-  
tions. (In The Journal of the  
American Medical Association,  
Oct. 5, 1964, p. 19-27) Appl. au-  
thor: William Douglas McAdams, Inc.  
© 5Oct64; KK193377.

HOUBIGANT, INC. ©  
Houbigant makes Bain Nouveau for your  
evening bath. (In Harper's bazaar,  
May 1966, p. 109) © 1May66;  
KK194128.

Houbigant shakes the world of fra-  
grance: Bain Nouveau for your  
evening bath. (In Beauty fashion,  
Mar. 1966, p. 67) © 1Mar66;  
KK193702.

There's enough Chantilly in this  
bottle to shake your world.  
(In Vogue, Apr. 1, 1966, p. 52-53)  
© 1Apr66; KK194574.

HOUSEHOLD PRODUCTS DEPT., AMERICAN  
CYANAMID CO. See AMERICAN CYANAMID  
CO. HOUSEHOLD PRODUCTS DEPT.

HUDSON (H. D.) MANUFACTURING CO. ©  
Dale Cook's steel Profi-Matic free  
stalls cost less than wood. (In  
Hoard's dairyman, Mar. 10, 1965,  
p. 248) © 10Mar65; KK194013.

End this feed waste; go Profi-Matic.  
(In National hog farmer, Apr. 1965,  
p. 19) © 29Mar65; KK194015.

How long will the chain last on our  
Profi-Matic gutter cleaner? (In  
Hoard's dairyman, Feb. 10, 1965,  
p. 153) © 10Feb65 (in notice: 1964);  
KK194012.

Now, have a milking parlor without  
floor posts. (In Hoard's dairyman,  
June 10, 1965, p. 648) © 10Jun65;  
KK194016.

What do these waterers offer you that  
other brands can't? Profi-Matic.  
(In National life stock producer,  
Apr. 1965, p. 2) © 1Apr65; KK194014.

HUMBLE OIL & REFINING CO. ©  
Put a tiger in your tank. How can  
they lose? (In Los Angeles times,  
Oct. 3, 1965, p. 18) © 30Oct65;  
KK192521.

Put a tiger in your tank; it seems  
the colder it gets, the faster he  
starts. (In Houston chronicle,  
Jan. 17, 1966, section 3, p. 8)  
© 17Jan66; KK193916.

Put a tiger in your tank; it'll start  
okay if we can find it. (In The  
Bayonne times, Feb. 7, 1966, p. 11)  
© 7Feb66; KK193917.

Put a tiger in your tank; wow, what  
a Halloween costume. (In Los  
Angeles times, Oct. 24, 1965, p. 19)  
© 24Oct65; KK192522.

HUNT FOODS, INC. ©  
Catsup in flavors, new from Hunt's;  
new hickory flavor, new pizza  
flavor. [Hamburger] (In Life,  
Feb. 5, 1965, p. 38) Appl. author:  
Young & Rubicam, Inc. © 1Feb65;  
KK194530.

Catsup in flavors, new from Hunt's;  
new hickory flavor, new pizza  
flavor. [Hamburger, hotdog & french  
fries] (In Life, Mar. 5, 1965,  
p. 76) Appl. author: Young & Rubicam,  
Inc. © 1Mar65; KK194531.

Don't just season it, Hunt'sauce it!  
[Hamburger in skillet] (In Good  
housekeeping, Nov. 1965, p. 150-151)  
Appl. author: Young & Rubicam, Inc.  
© 21Oct65; KK191899.

## I

I. S. LABORATORIES, INC. ©  
No other product is as effective as  
Formula M7 to help you retain a  
more youthful appearance! (In  
Harper's bazaar, Nov. 1965, p. 56)  
Appl. author: H. Allen Lightman.  
© 1Nov65; KK193793.

IDEAL TOY CORP. ©  
Battle Action booby trap road;  
no. 3188-0. On folding carton.  
© 18Mar65; KK194710.

Battle Action check point; no. 3189-8.  
On folding carton. © 18Mar65;  
KK194712.

Battle Action mined bridge;  
no. 3180-6. On folding carton.  
© 18Mar65; KK194711.

Battle Action road block; no. 4863-7.  
On folding carton. © 18Mar65;  
KK194709.

Battle Action twin Howitzer;  
no. 4865-2. On folding carton.  
© 18Mar65; KK194713.

Captain Action, pose him in 1001  
positions; no. 3400-9. On box.  
© 18Mar66; KK194929.

IMPERIAL OIL & GREASE CO., INC. ©  
Molub-Alloy, the metallic lubricant,  
gear oils, how to reduce wear &  
increase production. Folder.  
© 9Sep65; KK192542.

IMPERIAL VODKA CO. ©  
Wild cherry mist cocktail. Sticker.  
© 19Jan66; KK194215.

INCO. See INTERNATIONAL NICKEL CO.,  
INC.

INDEPENDENT TELEVISION CORP. ©  
John Drake secret agent game;  
4647. Milton Bradley Co. On  
wrapper. © 1Jan66; KK194194.

INDIANA GENERAL CORP. ©  
What's an Indiana General? 10 p.  
© 15Dec65; KK194792.

INDUSTRIAL POWER AND EQUIPMENT CO. ©  
Industrial commutator and slip ring  
cleaner; a safety tool. Sheet.  
Appl. author: James M. Garroway.  
© 12Feb66; KK192689.

INDUSTRIAL PRODUCTS CO. ©  
Ippo flame proof clothing, manufacture  
of Roxel 2C30. Sheet. © 20May66;  
KK194827.

INDUSTRIAL PRODUCTS DIVISION, SINGER  
CO. See SINGER CO. INDUSTRIAL  
PRODUCTS DIVISION.

INFANSEAT CO. ©  
Dolphin duffle for bath toys. Folder.  
© 28Mar66; KK193746.

INTERNATIONAL LATEX CORP. ©  
The new Playtex self-adjusting tampon;  
Still using napkins? (In Good  
housekeeping, Apr. 1966, p. 256A)  
Appl. author: Doyle Dane Bernbach,  
Inc. © 29Mar66; KK193735.  
Pull-on Playtex baby panty; no. 493.  
Folder. © 17Feb65; KK192165.

INTERNATIONAL NICKEL CO., INC.  
Do you want your building to say these  
things for you, contemporary,  
enduring. (In U. S. news & world  
report, Aug. 17, 1964, p. 62)  
© Inco, International Nickel a.a.d.o.  
International Nickel Co., Inc.;  
10Aug64; KK192550.

INTERNATIONAL RECTIFIER. ©  
International Rectifier proudly pre-  
sents a controlled rectifier family  
with ratings up to 350 amps.  
(In Electrical equipment, Jan. 1966,  
p. 4-5) © 25Dec65; KK192960.

International Rectifier proudly pre-  
sents a controlled rectifier family  
with ratings up to 350 amps. (In  
Electromechanical design, Jan. 1966,  
p. 68) © 1Jan66; KK192961.

INTERSTATE SECURITIES CO. ©  
John and Mary used my letter as a  
broom. Folder. © 17Nov65;  
KK192832.

My letter was a perfect match for the  
new car Harry and Doris wanted.  
Folder. © 17Nov65; KK192831.

IRVICK, WILL. See IRVICK PUB. HOUSE.

IRVICK PUB. HOUSE.  
Moods in reincarnation. Sheet.  
NM: additions & revisions. © Will  
Irvick d.b.a. Irvick Pub. House;  
23Dec65; KK192949.

ITKIN BROS., INC. ©  
How many square feet of office space  
should you give them; Itkins'  
office planning guide. (In The New  
York times, June 27, 1966, p. 16)  
Appl. author: Smith/Greenland Co.  
© 27Jun66; KK195115.

I bought my office furniture, I  
leased my office furniture. (In  
The New York times, Mar. 22, 1966,  
p. 18) Appl. author: Smith/Green-  
land Co. © 22Mar66 (in notice:  
1965); KK193470.

Introducing the Itkins, the old name  
sounded too much like an office  
furniture store. (In The New York  
times, Apr. 26, 1966, p. 18)  
Appl. author: Smith/Greenland Co.  
© 26Apr66; KK194120.

We won't decorate your office our  
way, say the Itkins. (In The New  
York times, May 9, 1966, p. 26)  
Appl. author: Smith/Greenland Co.  
© 9May66; KK194356.

What the Itkins learned from the  
monks; a modern office should be  
part cell. (In The New York times,  
May 17, 1966, p. 35) Appl. author:  
Smith/Greenland Co. © 17May66;  
KK194474.

Why we are the Itkins; the old name sounded too much like an office furniture store. (In The New York Times, May 26, 1966, p.36) Appl. author: Smith/Greenland Co. © 26May66; KK194624.

You can lease this office from the Itkins for 37¢ a day. (In The New York Times, May 12, 1966, p.37) Appl. author: Smith/Greenland Co. © 12May66; KK194357.

IVIE, ROGER C. See JIFFO PRODUCTS.

## J

### J & K PRODUCTIONS.

United super markets of Texas proudly presents 6 cash-cross puzzles. Sheet. © Fred Becker d.b.a. J & K Productions; 14Dec65; KK193881.

### JAKE'S RECORDS.

Jacob Dorn sings Pretty girl schot-tische; The blue skirt waltz; JD-101-A, JD-101-B. Record sleeve. © Jacob Dorn d.b.a. Jake's Records; 10Apr66; KK194883.

### JAMAICA TOURIST BOARD. ©

Jamaica; at Old Harbour's lamplighted stands, fried fish, cold lobster. Lobster ad. (In The New Yorker, Dec. 25, 1965, p.60) Appl. author: Doyle Dane Bernbach, Inc. © 22Dec65; KK192394.

Jamaica; this shadow belongs to a spy, we smuggled him onto the island. Value guide. (In Life, Jan. 7, 1966, p.R-4) Appl. author: Doyle Dane Bernbach, Inc. © 4Jan66; KK192389.

Jamaica; we have English meadows. (In Life, Apr. 29, 1966, p.R-7) Appl. author: Doyle Dane Bernbach, Inc. © 27Apr66; KK194223.

Jamaica; you haven't heard Jamaica until you've heard Jamaica's marimba box. (In Life, May 20, 1966, p.R-1) Appl. author: Doyle Dane Bernbach, Inc. © 18May66; KK194753.

### JAMISON, INC. ©

Cannon, 146-109; specifications. © 1Mar66; KK193252.

Concrete castles, 615-120; specifications. Sheet. © 1Mar66; KK193255.

Contour bench, 615-420; specifications. Sheet. © 1Mar66; KK193241.

Flagpoles, 484-230; specifications. Sheet. © 1Mar66; KK193242.

Glider kits, 178-520; specifications. Sheet. © 1Mar66; KK193249.

Horizontal ladders, 524-126; specifications. Sheet. © 1Mar66; KK193244.

Insert sleeves, 558-120; specifications. Sheet. © 1Mar66; KK193234.

Laminated table, 438-108; specifications. Sheet. © 1Mar66; KK193247.

Obstacle course, 322-118; complete 8 unit. Folder. © 1Mar66; KK193253.

Park benches, 427-620; specifications. Sheet. © 1Mar66; KK193248.

Playwall, 615-160; specifications. Sheet. © 1Mar66; KK193237.

Porpoise, 615-180; specifications. Sheet. © 1Mar66; KK193239.

Prairie schooner, 144-105; specifications. Sheet. © 1Mar66; KK193251.

Saddle slide, 615-150; specifications. Sheet. © 1Mar66; KK193236.

Swing rings, 526-125; specifications. Sheet. © 1Mar66; KK193245.

Swing seats, 239-111; specifications. Sheet. © 1Mar66; KK193246.

Teeter rock & rock-n-roll, 186-212; specifications. Sheet. © 1Mar66; KK193250.

Tree form, 615-190; specifications. Sheet. © 1Mar66; KK193240.

Turtle, 615-170; specifications. Sheet. © 1Mar66; KK193238.

Woopee whirl, 518-422; specifications. Sheet. © 1Mar66; KK193243.

### JAMISON MANUFACTURING CO. ©

Basketball backstop, 563-354; Dura-Safe by Jamison. Sheet. © 1Nov65; KK191975.

Cannon, 146-109; Fantasy by Jamison. Sheet. © 1Nov65 (in notice: 1964); KK191984.

Frontier outpost, 144-652; Fantasy by Jamison. Sheet. © 1Nov65; KK191985.

Geodesic climbers, 181-213; Fantasy by Jamison. Sheet. © 1Nov65; KK191988.

The gleep, 158-167; Fantasy by Jamison. Sheet. © 1Nov65; KK191983.

Horizontal bars, 525-367; Dura-Safe by Jamison. Sheet. © 1Nov65; KK191981.

Imagine city, 111-165; Fantasy by Jamison. Folder. © 1Nov65; KK191977.

Monkey puzzle climbers, 515-811; Dura-Safe by Jamison. Sheet. © 1Nov65; KK191976.

Radar towers, 112-318; Fantasy by Jamison. Sheet. © 1Nov65; KK191986.

Range riders, 174-523; Fantasy by Jamison. Sheet. © 1Nov65; KK191987.

Scout rocket, 112-122; Fantasy by Jamison. Sheet. © 1Nov65; KK191978.

Spring riders, 184-111; Fantasy by Jamison. Sheet. © 1Nov65; KK191980.

Steelclimb climbers, 515-470; Dura-Safe by Jamison. Sheet. © 1Nov65; KK191974.

Traveling rings, 227-166; standard playground equipment by Jamison. Sheet. © 1Nov65; KK191982.

Viking ship, 125-321; Fantasy by Jamison. Sheet. © 1Nov65; KK191979.

### JET SPRAY CORP. ©

Introducing a totally unique concept in beverage profits, the new generation twin Jet Spray cooler. (In Chain store age, Dec. 1965, p.2 of cover) © 27Nov65; KK191956.

Jet Spray offers you 125 years of beverage merchandising skill. (In Bottling industry, Nov. 23, 1965, p.4) © 23Nov65; KK191970.

The new generation Twin Jet Spray Cooler. (In American exporter, Apr. 1966, p.2 of cover) © 20Feb66; KK194037.

### JIFFO PRODUCTS.

Craxo universal nutcracker. Sheet. © Roger C. Ivie d.b.a. Jiffo Products; 13Apr66; KK194658.

### JIPPEROO ENTERPRISES.

Jifferoo side opening trousers. Sheet. © Robert A. Smoot d.b.a. Zipperoo Enterprises; 7Mar66; KK194656.

### JOBST INSTITUTE, INC.

No two legs are alike. (In New York medicine, Jan. 20, 1966, p.47) Appl. author: Fred Schad Advertising Agency, Inc. © Jobst a.a.d.o. Jobst Institute, Inc.; 20Jan66; KK193095.

Varicosities of pregnancy; the Jobst leotard, waist height support. (In American journal of obstetrics

& gynecology, Jan. 15, 1966, p.70) Appl. author: Fred Schad Advertising Agency. © Jobst a.a.d.o. Jobst Institute, Inc.; 24Jan66; KK193894.

Varicosities of the lower limb. (In Surgery, gynecology & obstetrics, Jan. 1966, p.14) Appl. author: Fred Schad Advertising Agency. © Jobst a.a.d.o. Jobst Institute, Inc.; 31Dec65 (in notice: 1966); KK193091.

What is a custom-made venous pressure gradient support? (In Postgraduate medicine, Jan. 1966, p.A-10) Appl. author: Fred Schad Advertising Agency. © Jobst a.a.d.o. Jobst Institute, Inc.; 10Jan66; KK193093.

Why is the gastrocnemius important in treatment of vascular insufficiencies? (In Geriatrics, Jan. 1966, p.69) Appl. author: Fred Schad Advertising Agency. © Jobst a.a.d.o. Jobst Institute, Inc.; 6Jan66; KK193092.

Why not home-made support stockings? (In Massachusetts physician, Jan. 1966, p.91) Appl. author: Fred Schad Advertising Agency. © Jobst a.a.d.o. Jobst Institute, Inc.; 10Jan66; KK193094.

### JOFFE, GERARDO. See HAVERHILL'S.

### JOHN'S, INC. ©

Add profits, add interest to your store; no.1 starter selection. Folder. Appl. author: Bob Scott. © 5Jan66; KK192630.

Dewkist living gifts with double value for Mother's Day; living plants. Sheet. Appl. author: Robert C. Scott, Pres. © 14Feb66; KK194327.

Traditional springtime favorite, gardenias in bud, ready to bloom. Folder. Appl. author: Robert C. Scott, president. © 14Feb66; KK192802.

### JOHNSON (S. C.) & SON, INC. ©

From Johnson wax, Raid yard guard outdoor fogger, kills flying insects; net contents 1 lb. 4 av. oz. On can. © 26Jan66; KK192605.

From Johnson wax research, new Crew, instant bathroom cleaner; contents: 1 lb. 1 oz. On can. © 10Dec65; KK192474.

Go-Getter, the working foam bowl cleaner; 15 fl.oz. On bottle. © 1May65; KK192192.

J Wax chrome cleaner; 14 fl. oz. On can. © 8Dec65; KK192716.

J-Wax foam upholstery cleaner; contents 13 av. oz. On can. © 1Dec65; KK193792.

J-Wax, hard finish instant cleaner wax; contents 13 av. oz. On can. © 6Dec65; KK193741.

J-Wax, spray wax; contents 1 pint 10 oz. 2 stickers. © 23Nov65; KK194505.

Over & Under plus, undercoater and sealer for resilient floors, terrazzo, concrete; one gallon. On can. © 9Dec65; KK194591.

Pronto for floors, polymer-detergent formula clears, shines, dries in 5 minutes; net contents: 1 lb. 3.5 oz. On can. © 10May66; KK194829.

Raid insect spray, kills; net contents 1 quart. On can. NM: additions & revisions. © 17Jan66; KK193356.

Raid liquid ant and roach killer; net contents 1 quart. On can. NM: revisions. © 26Jan66; KK193681.

Scrubable Step Ahead, the permacare floor finish; one gallon. On can. © 2Feb66; KK194590.

Stepoff, a special remover for scrubable Step Ahead, the permacare floor finish; one gallon. On can. © 31Jan66; KK194592.



JOHNSTON, LEWIS. See JOHNSTON SOUND SERVICES.

# JOHNSTON SOUND SERVICES.

Champions '65; Jupiter records M-141. Record sleeve. © Johnston Sound Services solely owned by Lewis Johnston; 3Mar66 (in notice: 1965); KK195060.

## K

K. G., INC. See GUGGENHEIM (KARL) INC.

# KVP SUTHERLAND PAPER CO. ©

Any flavor ice milk carton; half gallon liquid. On folding carton. (693) © 19Jul65; KK193850.

Coble sweet cream butter; one pound net weight. On folding carton. © KVP Sutherland a.a.d.o. KVP Sutherland Paper Co.; 27Nov57; KK193686.

Wells' Blue Bunny Checkmates, vanilla ice cream-orange sherbet; half gallon liquid. On folding carton. (Design no.776) © 14Jan66; KK193192.

# KASHUK (JAY) PROD.

Build up on newspaper bingo; win up to \$100 weekly. Sheet. © Jay Kashuk Associates d.b.a. Jay Kashuk Prod.; 15Jan66; KK192816.

# KATHER, ALFRED. ©

Automat electric quilted mattress pad. Sheet. NM: revision & addition. © 23Jun66; KK195086.

Automat heat transfer blankets, sheets, covers and pads. Sheet. NM: additions & revisions. © 14May66; KK194964.

Automat pad above box spring. Sheet. NM: additions. © 18Jun66; KK194993.

Automatic electric marine/aircraft instrument dial. Sheet. NM: revision. © 18Jan66; KK192497.

Bilt-in electrical pad, electrical padding. Sheet. NM: compilation. © 18Feb66; KK193685.

Calendar instrument plate. Sheet. NM: compilation. © 19Feb66; KK193684.

Calendar instrument, shows year, month, day, date instantly. Sheet. NM: compilation, revision & addition. © 5Apr66; KK193855.

Day, date indicator tells time, too. Sheet. NM: additions. © 14May66; KK194367.

Dial, calendar clock, for your home or office building. Sheet. © 28Jan66; KK193491.

Electric indoor carpet. Sheet. NM: compilation. © 20Apr66; KK194029.

It speaks, it talks, it tells time, too. (Watch, clock, calendar & discs) Sheet. NM: revision & additions. © 26May66; KK194793.

Mattress warms itself; automatic electric mattress set sofa bed pads. Sheet. NM: additions & revisions. © 30Mar66; KK193740.

New peace of mind, day to day, day date indicator. Sheet. NM: addition & revisions. © 4May66; KK194490.

Self countersink screwhead, cutting head that counter sinks. Sheet. © 20May66; KK194579.

Standard of excellence, wool, acrylic carpet installed over electrical padding. Sheet. NM: revision & additions. © 31Mar66; KK193780.

World automatic international electric calendar clock. Sheet. NM: additions & revisions. © 18Jun66; KK194994.

Year, day, month, date indicator, Electronic-disc. Sheet. NM: additions & revisions. © 23Feb66; KK193024.

# KAWNEER CO. ©

A Kawneer entrance, beauty that never fades, and precision performance that never stops! (In Architectural record, Apr. 1965) © 20Apr65; KK193061.

# KAWNEER CO., INC. ©

How important are modern, complete testing facilities? (In Glass digest, July 1965, p.13) © 15Jul65; KK193062.

How important is a trained sales organization? (In Glass digest, June 1965, p.13) © 15Jun65; KK193063.

How important is a vault full of patents? (In Glass digest, Aug. 1965, p.4 of cover) © 15Aug65; KK193060.

Look at what you can do with Kawneer Core. (In Chain store age, executive editions, Apr. 1965, p.E2-E3) © 10Apr65; KK192828.

# KAYRO-VUE PRODUCTIONS. ©

The Munsters color by number; 32 pictures, 8 giant crayons; no.4795:1.00. On box. © 1Apr66; KK194750.

The Munsters jigsaw puzzle; new, 100 piece, 14 x 18 inches; no.4611. Dancing. Whitman Pub. Co. On wrapper. © 23Nov65; KK192179.

# KAZARIAN BROS. ©

Candy Easter basket; net weight 8 ozs. [Rabbits & Easter eggs] On folding carton. Illus. signed: H. Ashodian. © 15Dec65; KK192932.

# KEENER PRODUCTS CO. ©

Power-sub, the submarine that dives, surfaces, cruises; no.220. On folding carton. © 28May65; KK192189.

# KELLOGG CO. ©

Cocoa Krispies dainties, a delightful no-cook confection. (In McCall's Apr. 1966, p.150) Appl. author: Leo Burnett Co., Inc. © 24Mar66; KK194603.

Cocoa Krispies jumbles, chocolate, crunch and easy. (In McCall's, Apr. 1966, p.150) Appl. author: Leo Burnett Co., Inc. © 24Mar66; KK194604.

Cooking with Kellogg's, corn-crisped chicken; corn flake crumbs. (In Family circle, Jan. 1966, p.77) Appl. author: Leo Burnett Co., Inc. © 21Dec65; KK193050.

Cooking with Kellogg's, marshmallow treats, make 'em crunchy with Kellogg's Rice Krispies. (In McCall's, Dec. 1965, p.148) Appl. author: Leo Burnett Co., Inc. © 23Nov65; KK192371.

Cooking with Kellogg's, taffy meringue gingercake, you make it good 'n rich with Kellogg's All-Bran and Brer Rabbit molasses. (In McCall's, Nov. 1965, p.92) Appl. author: Leo Burnett Co., Inc. © 19Oct65; KK192372.

Exclusive from Kellogg's now, ice cream in a nourishing cereal; Kream Krunch. (In The Sheboygan press, Nov. 11, 1965, p.40) Appl. author: Leo Burnett Co., Inc. © 11Nov65; KK191919.

Free milk money; corn flakes. [Milk & cereal] (In Life, May 27, 1966, p.9) Appl. author: Leo Burnett Co., Inc. © 23May66; KK195091.

Free picture stories, Masters of the Sea, on packages of Kellogg's sweet eatin' favorites; Sugar Smacks. (In State journal-register, Springfield, Ill., Jan. 23, 1966, comics, p.3) Appl. author: Leo Burnett Co., Inc. © 23Jan66; KK193071.

From here to here didn't just happen. [Original Kellogg plant & new Plant City] (In The Battle Creek enquirer & news, Feb. 13, 1966, p.7) Appl. author: Leo Burnett Co., Inc. © 13Feb66; KK193052.

Having trouble with weight control; Special K. [Male seated at table eating] (In The National geographic magazine, Oct. 1965, p.3 of cover) Appl. author: Leo Burnett Co., Inc. © 20Sep65; KK191917.

Having trouble with weight control; the Special K breakfast can help you reach and hold the line. (In National geographic magazine, Apr. 1966, p.4 of cover) Appl. author: Leo Burnett Co., Inc. © 21Mar66; KK194111.

Having trouble with weight control? The Special K breakfast can help you reach and hold the line.

[Female gardener] (In National geographic, June 1966, p.4 of cover) Appl. author: Leo Burnett Co., Inc. © 16May66; KK195092.

Having trouble with weight control, the Special K breakfast can help you reach and hold the line. [Female shopper in grocery store, small girl in shopping basket] (In The national geographic magazine Feb. 1966, p.4 of cover) Appl. author: Leo Burnett Co., Inc. © 17Jan66; KK193051.

How to serve a tastier turkey; Croutettes. (In Life, Nov. 19, 1965, p.123) Appl. author: Leo Burnett Co., Inc. © 15Nov65; KK191918.

In 1906, the first Kellogg's plant in Battle Creek, today, our newest home, the best to you in Omaha. (In Omaha world-herald, Sept. 30, 1965, p.22M) Appl. author: Leo Burnett Co., Inc. © 30Sep65; KK191922.

Like raisins? Like bran? Like to save 7¢? Raisin bran. (In Chicago Sunday sun-times, May 1, 1966, magazine section, p.14) Appl. author: Leo Burnett Co., Inc. © 1May66; KK194601.

New high potency cereal; Product 19. (In Life, western regions 1, 2 & 3, Apr. 29, 1966, p.R3) Appl. author: Leo Burnett Co., Inc. © 25Apr66; KK194602.

New Kellogg's Apple Jacks. [Boy holding bowl of cereal, 3 others looking on] (In The Times-union, Albany, Nov. 2, 1965, p.30) Appl. author: Leo Burnett Co., Inc. © 2Nov65; KK191920.

New Kellogg's Apple Jacks cinnamon toasty, apple tasty for breakfast or snacks. (A bowl a day keeps the bullies away) [Boy eating cereal, 3 others looking on] (In The Knickerbocker news, Albany, Dec. 2, 1965, p.20B) Appl. author: Leo Burnett Co., Inc. © 2Dec65; KK191921.

New Kellogg's Apple Jacks ... save 25¢. (In Evening news, Newburgh, N. Y., Feb. 8, 1966, p.10A) Appl. author: Leo Burnett Co., Inc. © 8Feb66; KK193070.

Now, ice cream in a nourishing cereal; Kream Krunch. (In Columbus dispatch, Nov. 11, 1965, p.10B) Appl. author: Leo Burnett Co., Inc. © 11Nov65; KK192370.

Now 2 new fruit fillings in tarts that are tastier than ever; Pop-Tarts. (In Times-democrat, Mar. 27, 1966, comics, p.5) Appl. author: Leo Burnett Co., Inc. © 27Mar66; KK194109.

Scotch treats; cooking with Kellogg's; Rice Krispies. (In McCall's, Mar. 1966, p.140) Appl. author: Leo Burnett Co., Inc. © 24Feb66; KK194110.  
 7¢ gift from the snackin' giraffe; Triple Snack with roasted peanuts. (In New Hampshire Sunday news, Feb. 20, 1966, comics, p.3) Appl. author: Leo Burnett Co., Inc. © 20Feb66; KK193069.

## KENNER PRODUCTS CO. ©

Bubbl-tablets for Kenner's Bubbl-matic or Bubbl-jet, or any bubble blower or bubble ring; no.135. Card. © 23Apr65; KK192422.  
 Daddy saddle, now every child's favorite game, horsie comes to life; no.541. On folding carton. © 30Aug65; KK192426.  
 Guns that shoot around the corner; 5-shot repeater; no.700. On folding carton. © 15Aug65; KK192427.  
 Jet-Pitch 'N Hit baseball; no.209. On folding carton. © 23May65; KK192424.  
 Jet-Strike bowling, with Kenner's amazing pin-setter; no.208. On folding carton. © 22May65; KK192425.  
 Poplets, light weight, plastic ammunition for Kenner's pistol that shoots around the corner; no.146. Card. © 7Mar65; KK192421.  
 Power-sub refill power fuel pellets; no.221. Folder. © 28May65; KK192188.  
 Tuff Bubbles; no.160. Card. © 3Apr65; KK192423.

## KEY KUT SYSTEMS. ©

First significant improvement in wood technology in over 100 years. 8 p. © 5Jan66 (in notice: 1965); KK192182.  
 Structural framing; benefits to home buyer. Sheet. © 13Jan66; KK192801.  
 Structural framing; don't take quality for granted. Sheet. © 31Jan66; KK192800.

## KEY NOVELTY MANUFACTURING CO. ©

Dress up with Dear Diane's jewelry. card. © 8Oct65; KK191848.

## KEYBOARD JR. PUBLICATIONS, INC. ©

Young Keyboard Jr. recording. Record sleeve. (Elementary series, K64E-3) © 21Sep64; KK194679.

## KIMBERLY-CLARK CORP. ©

New Kotex napkins with soft impressions. (In In, May 1966, p.11) Appl. author: Doris McBrady. © 28Mar66; KK194175.

## KING-SEELEY THERMOS CO. ©

Another exclusive offering by Thermos, the Swinger fiber glass insulated lunch bag; no.4934. Sheet. © 15Mar66; KK194296.  
 Best seller special; Thermos double mantle camp lantern. Sheet. © 27Dec65; KK192084.  
 Free \$5.95 Thermos brand picnic jug with every no.7751 ice chest. Sheet. © 29Dec65; KK192083.  
 Genuine Thermos brand vacuum bottle & kit price list. Sheet. © 28Feb66; KK194297.  
 Insul-Pak by Thermos, a new vacuum insulated portable container for insulin; no.9986. Sheet. © 6May66; KK194294.  
 More children will carry school lunches this year than ever before ... genuine Thermos brand school lunch kits; #9820 display shipper. Folder. NM: additions. © 15Mar66; KK194295.  
 New, a portable cooler for the mushrooming Tapper container market (Thermos insulated carrier) No.7012. Sheet. © 10Feb66; KK192731.

New convenience for diabetics, Insul-Pak by Thermos. Folder. © 10May66; KK194292.  
 Quart bottle special by Thermos; Shipper display for quart special. 2 sheets. © 10Jan66; KK192082.  
 Thermos Insul-Pak, vacuum insulated portable container for insulin. Wrapper. © 5May66; KK194293.  
 Thermos picnic jug special, Vagabond, all plastic shoulder spout picnic jug; no.7494. Sheet. © 2Feb66; KK192732.

## KING-SEELEY THERMOS CO. THERMOS DIVISION.

Fashion-styled at unbelievably low cost, Thermos brand ice bucket; item no.9965/12. Sheet. © King-Seeley Thermos Co. (in notice: Thermos Division, King-Seeley Thermos Co.), 10Jan66 (in notice: 1965); KK192730.  
 Here's why this genuine Thermos brand all stainless steel vacuum bottle. Folder. © King-Seeley Thermos Co. (in notice: Thermos Division, King-Seeley Thermos Co.); 28Dec65; KK191855.  
 Your assurance of the very best, Thermos full adult size sleeping bag. [Tag] © King-Seeley Thermos Co. (in notice: Thermos Division, King-Seeley Thermos Co.); 8Oct65; KK192085.

## KINNEY SERVICE CORP. ©

Rent-a-park-a-car vs. rent-a-car. (In Chicago tribune, Mar. 24, 1966, section 3, p.4) Appl. author: Smith-Greenland Co., Inc. © 24Mar66; KK193999.

## KITCHENS OF SARA LEE, INC. ©

All butter apple Danish coffee cake; net wt. 14 oz. [Box top] © 15Jul65; KK193703.  
 All butter chocolate cake, fully baked; net wt. 13 1/2 oz. [Box top] © 15Jul65; KK193705.  
 All butter sesame rolls; 2 dozen per bag, fully baked; net weight 15 oz. On bag. © 15Jul65; KK193704.  
 Chocolate Bavarian cream pie; net weight 4 lbs. 4 ozs. On bag. © 15Jul65; KK193707.  
 Cream cheese cake; net wt. 1 lb. 1 oz. [Box top] © 15Jul65; KK193706.

## KLEIN PEST CONTROL CO. ©

Mice grains, poison. Sticker. © 4Jan66 (in notice: 1965); KK191912.

## KNUDSEN CREAMERY CO. ©

Bright new breakfast ideas; Knudsen cottage cheese. (In Look, May 31, 1966, p.M5) Appl. author: Grey Advertising, Inc. © 17May66; KK194821.  
 Introducing cottage cheese, convenience food cookery, instant protein. (In McCall's, Mar. 1966, p.s R28-29) Appl. author: Grey Advertising, Inc. © 24Feb66; KK193075.

## KOBRAND CORP.

The grownups' hour, the gift of excellence; Burrough's Beefeater London distilled dry gin. (For grownups' hour) (In Newsweek, Dec. 6, 1965, p.17) Appl. author: Hicks & Greist, Inc. © Kobrand whose full corporate name is Kobrand Corp.; 30Nov65; KK192515.  
 The grownups' hour, when generations meet; Burrough's Beefeater London distilled dry gin. (In The New Yorker, Nov. 27, 1965, p.88) Appl. author: Hicks & Greist, Inc. © Kobrand whose full corporate name is Kobrand Corp.; 25Nov65; KK192516.

The grownups' hour, when generations meet; the rise of excellent gin; Burrough's Beefeater. (For grownups' hour) (In Esquire, Dec. 1965, p.148) Appl. author: Hicks & Greist, Inc. © 16Nov65; KK192514.

## KOHNER, FREDERICK. ©

Gidget fortune teller card game; 4661. Milton Bradley Co. On wrapper. © 1Jan66 (in notice: 1965); KK194192.

## KORVETTE TIRE CENTERS. ©

E. J. Korvette prices slashed on full 4-ply tires! (In Sunday news, New York, Feb. 20, 1966, p.116-117) © 20Feb66; KK192979.  
 E. J. Korvette tire & auto sale, bargain days; batteries. (In Sunday news, New York, Jan. 30, 1966, p.84-85) © 30Jan66; KK192668.  
 Extraordinary 33,000 tire purchase ... 25¢ off tire sale. (In Sunday news, New York, Mar. 6, 1966, p.104-105) © 6Mar66; KK193101.  
 Forget punctures; extraordinary Korvette offer on 1966 leading maker's auto air conditioners. (In Sunday news, New York, May 1, 1966, p.120-121) © 1May66; KK194344.  
 Need snow tires, come to Korvette tire & auto centers and choose from the world's largest stocks. (In Sunday news, New York, Dec. 19, 1965, p.109) © 19Dec65; KK191910.  
 Pre-spring tire sale. (In Sunday news, New York, Mar. 20, 1966, p.118-119) © 20Mar66; KK194040.  
 Prices slashed on 150,000 snow tires. (In Sunday news, New York, Jan. 2, 1966, p.98-99) © 2Jan66; KK192369.  
 Tire & auto safety sale; 27-month nylon tubeless tires. (In Sunday news, New York, Jan. 16, 1966, p.109) © 16Jan66; KK192367.  
 Tire bargains, auto bargains. (In Sunday news, New York, Apr. 3, 1966, p.96-97) © 3Apr66; KK194039.

## L

## L &amp; F PRODUCTS DIVISION, LEHN &amp; FINK PRODUCTS CORP. See LEHN &amp; FINK PRODUCTS CORP. L &amp; F PRODUCTS DIVISION.

## L. B., INC. ©

Play triple T beefstakes; T wins 3 pounds of ground beef. (Beefstakes coupons) 1 v. © 3Dec64; KK192811.

## LA CHOY FOOD PRODUCTS. ©

First real improvement in canned chow mein in 10 years, new La Choy chow mein, quick-cooked in dragon fire. (In Super market news, Dec. 6, 1965, p.32-33) © 6Dec65; KK193370.  
 New kind of chow mein quick-cooked in dragon fire! (In Toledo blade, Jan. 19, 1966, p.16) © 19Jan66; KK192948.

## LAKESIDE TOYS.

Reflex, a lightning fast game that tests your reflexes; no.8505. On wrapper. © Lakeside Industries, Inc. (in notice: Lakeside Toys, division of Lakeside Industries, Inc.; 23Feb66; KK194746.

## LAMA TEMPLE CORP. ©

Blessed Infant of Atocha novena candle. Sheet. © 25Apr62; KK194337.  
 Blessed Mary ... novena candle. Sheet. © 20Dec59; KK194492.



- LAMA TEMPLE CORP.-Con.  
Divine Savior novena candle. Sheet.  
© 8Jun61; KK194497.  
Most powerful helping hand novena candle. Sheet. © 29Aug63; KK194336.  
Mother of charity novena candle. Sheet. © 22Dec61; KK194341.  
Our Lady of perpetual help novena candle. Sheet. © 4Nov61; KK194339.  
Sacred heart of Jesus novena candle. Sheet. © 18Apr62; KK194335.  
St. Anthony ... novena candle. Sheet. © 21Nov59; KK194494.  
Saint Joseph ... novena candle. Sheet. © 17Jan60; KK194495.  
Saint Jude Thaddeus ... novena candle. Sheet. © 14Nov59; KK194491.  
St. Martha novena candle. Sheet. © 15Feb63; KK194338.  
Saint Martin De Porres ... novena candle. Sheet. © 8Jun61; KK194493.  
St. Michael ... novena candle. Sheet. © 2Nov59; KK194496.  
Virgin de Guadalupe novena candle. Sheet. © 2Apr62; KK194340.
- LANDER'S LABORATORIES.  
RSP for quick relief from painful stomach distress due to gastric hyperacidity. Sticker. NM: revision. © Cost-Less Drugs, Inc. d.b.a. Lander's Laboratories; 25Mar66 (in notice: 1953); KK194860.
- LANDMARK. ©  
What's a bunch of farmers doing in the nitrogen business, anyway? (In Buckeye farm news, July 1966, p.4 of cover) Appl. author: Robert Stalley. © 15Jun66; KK195027.  
You know who made it possible. (In Buckeye farm news, June 1966, p.3 of cover) Appl. author: Robert Stalley. © 15May66; KK194831.
- LANDMARK FARM BUREAU COOPERATIVE ASSN., INC. ©  
How to use your planter checker. Sticker. Appl. author: Ralph E. Kunze. © 7May65; KK194610.
- LANGFELD, BEATRICE. See DANBY FARM.
- LANGFELD, DANIEL. See DANBY FARM.
- LANVIN PARFUMS. ©  
It's a long way from a dab behind the ears; A Veil of Arpege. (In The New Yorker, Jan. 8, 1966, p.7) © 8Jan66; KK192699.  
Mommy, don't cry, I'm sure daddy's giving you Arpege. (In The New Yorker, Apr. 30, 1966, p.3) © 30Apr66; KK194326.  
Nice going, The Traveler takes off in a great new package; Arpege eau de Lanvin. (In Beauty fashion, May 1966, p.55) © 10May66; KK195003.  
Shower, shave & Figaro! (In Playboy, June & July 1966, p.7) © 10May66; KK194846.
- LARK, FRED. ©  
Winner's circle equine concentrate furnishes nutrients for production and action. Sheet. © 11Jun65; KK193533.
- LARWIN CO. ©  
Close-out sale on close in homes. (In Long Beach independent press telegraph, May 22, 1966, p.R-3) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 22May66; KK194972.  
Final unit close-out opens today. (In Van Nuys news & green sheet, May 22, 1966, p.46-A) © 22May66; KK194971.
- First showing, Villa Granada. (In Los Angeles times, Mar. 13, 1966, p.J-16) Appl. author: Dancer, Fitzgerald, Sample, Inc. © 13Mar66; KK194330.  
5 bedrooms, 3 baths, \$144.27 a month; new Kingspark. (In Los Angeles times, Mar. 27, 1966, p.J-23) Appl. author: Dancer, Fitzgerald, Sample, Inc. © 27Mar66; KK194535.  
Gran[d], [g]rand, gra[n]d, grand opening today; Villa Granada. (In Los Angeles times, Apr. 3, 1966, p.J-17) Appl. author: Dancer, Fitzgerald, Sample, Inc. © 3Apr66; KK194537.  
Grand opening today, Tanglewood Townhomes, unit IV. (In Los Angeles times, Dec. 26, 1965, p.J-8) Appl. author: Dancer, Fitzgerald, Sample, Inc. © 26Dec65; KK192198.  
How to own a 5 bedroom, 3 bath home for \$112.46 a month, come to Valley West. (In Los Angeles times, Apr. 10, 1966, p.J-6) Appl. author: Dancer, Fitzgerald, Sample, Inc. © 10Apr66; KK194533.  
If you've been out looking for a big 3 bedroom home; \$17,550; Valley West. (In Valley news & green sheet, Mar. 13, 1966, p.45A) Appl. author: Dancer, Fitzgerald, Sample, Inc. © 13Mar66; KK194329.  
Instant rich living; Villa Granada. (In Van Nuys green sheet, Feb. 27, 1966, p.41a) Appl. author: Dancer, Fitzgerald, Sample, Inc. © 27Feb66; KK194331.  
Live it up, or how to live like a millionaire yet spend less money than you're now spending. (In Independent press telegram, Long Beach, Calif., May 8, 1966, p.R-5) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 8May66; KK194593.  
Lowest price, 4 bedroom in Orange County; Lake Park. (In Los Angeles times, Mar. 27, 1966, p.J-14) Appl. author: Dancer, Fitzgerald, Sample, Inc. © 27Mar66; KK194536.  
9 minutes by freeway to Northridge; Villa Granada, Valley West. (In Los Angeles times, Apr. 17, 1966, p.J-11) Appl. author: Dancer, Fitzgerald, Sample, Inc. © 17Apr66; KK194534.  
9 minutes to Northridge on the new Simi Freeway, construction started April 23rd. (In The news, Van Nuys, Calif., May 1, 1966, p.42-A) © 1May66; KK194568.  
Sneak preview for Simi Valley residents only; Villa Granada townhomes. (In Simi Valley enterprise, sun & news, Jan. 26, 1966, p.12) Appl. author: Dancer, Fitzgerald, Sample, Inc. © 26Jan66; KK193891.  
3,500,000 new veterans now qualify at all Larwin Company communities, no down payment, 5 1/4% interest. (In Los Angeles times, Feb. 20, 1966, p.J-3) Appl. author: Dancer, Fitzgerald, Sample, Inc. © 20Feb66; KK193701.  
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- LASTING PRODUCTS CO. ©  
Special 1/2 offer; super Wall-Flex, vinyl acrylic latex wall paint. (In The News American, Apr. 14, 1966, p.8B) © 14Apr66; KK194008.
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Thank you for your inquiry, if you need additional information. Folder. © 28Feb66; KK193254.
- LA-Z-BOY CHAIR CO. ©  
The comfort Selector, a new discovery. (In McCall's, Feb. 1966, p.132-133) © 20Jan66 (in notice: 1965); KK194031.  
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So nice to come home to; Comfort Selector, 3 position leg-rest comfort. (In The American home, Mar. 1966, p.81) © 15Feb66; KK193399.
- LEARY, ROY L. See ROY'S TOYS.
- LEE (H. D.) CO., INC. ©  
Brushed denim Lee Leens. Folder. © 17Jan66; KK192345.  
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Don't be out of stock when they need Lysol most; two thirds of all drug-store disinfectant sales are Lysol sales. (In American druggist, Dec. 6, 1965, p.78) © 6Dec65; KK191960.
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Five year calendar, 1966-1970; Nassau Inn. Folder. Appl. author: R. L. Lenhart. © 15Jan66; KK193575.
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LA wire mesh slings, the finest for fast, safe, easy lifts. Folder. (Bulletin WM-1B) Appl. author: Foltz-Wessinger, Inc. © 2Feb66; KK192606.
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Loctite product selling guide. 53 p. © 13Sep65; KK193023.
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- LONGLIFE FISH FOOD PRODUCTS.**  
BiOrell before, after ... beautiful enameled steel merchandiser, it cost us plenty. (In Pet shop management, Mar. 1966, p.42-43) © Longlife Fish Food Products, division of Sternco Industries, Inc.; 7Mar66; KK194850.  
Breeder's bonanza, Longlife's brine shrimp eggs by Sanders in 2 sizes. (In Pet shop management, Mar. 1966, p.41) © Longlife Fish Food Products, division of Sternco Industries, Inc.; 7Mar66; KK194849.  
Brine shrimp eggs by Sanders; net wt. 1 lb. 4 oz. avoird. Sticker. © Longlife Fish Food Products, division of Sternco Industries, Inc.; 19Nov65; KK192402.  
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New, from Lorillard research, True cigarettes, a step forward in filter smoking. (In New York post, Apr. 29, 1966, p.21) © 29Apr66; KK194584.  
Newport smokes fresher! [Man lying by pool with elbows on towel] (In Life, July 24, 1964, p.52) © 24Jul64; KK192219.
- LOWE (JOE) CO.**  
C'mon in, cool off; Popsicle. Sheet. Appl. author: Arnold M. Storfer. © Consolidated Foods Corp. d.b.a. Joe Lowe Co.; 3Jan66; KK194247.  
Delicious filled donuts. Sheet. Appl. author: Arnold M. Storfer. © Consolidated Foods Corp. d.b.a. Joe Lowe Co.; 4Jan66; KK194245.  
Down with the old way of donut frying, Joe Lowe invites you to join the Remo-Therm revolution. (In Bakers weekly, Dec. 20, 1965, p.157) Appl. author: Richard Corn. © 20Dec65; KK194249.  
Fruit-sicle; sour orange, grape, cherry; net contents 8 confections, 2 1/2 fl. ozs. each. On folding carton. Appl. author: Richard H. Gross. © Consolidated Foods Corp. d.b.a. Joe Lowe Co.; 29Mar66; KK194250.  
Fudgsicle time is fun time. Sheet. Appl. author: Arnold M. Storfer. © Consolidated Foods Corp. d.b.a. Joe Lowe Co.; 3Jan66; KK194248.  
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for men-on-the-move. (In Detroit  
free press, May 9, 1966, p.4-D)  
Appl. author: Knox Reeves-Fitzgerald  
Advertising. © 9May66; KK194605.  
Great idea: 5-minute sauce for fried  
seafood with bright touch of  
Tabasco. (In Family circle,  
Apr. 1966, p.14) Appl. author:  
Knox Reeves-Fitzgerald Advertising.  
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Mortuaries of distinction. William  
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Claridge by Maico, new hearing power,  
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How often do you replace your hearing  
aid battery; Selectronic I.  
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Stop & watch, it's show and tell time  
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daily, May 19, 1966, section 2,  
p.3) Appl. author: Norman, Craig  
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Sportmaker separates. (In Seven-  
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Women's wear daily, Apr. 6, 1966,  
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Balata high strength belting for  
power transmission, conveying,  
elevating. Sheet. Appl. author:  
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KK193485.  
Cost-reducing belting for efficient  
power transmission; super Veelos,  
the link V-belt. Sheet. Appl.  
author: Foltz-Wessinger, Inc.  
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MVS variable speed belt for less  
downtime, longer service life.  
Folder. Appl. author: Foltz-  
Wessinger, Inc. © 1Mar66;  
KK193483.  
Power transmission belts; Veelos.  
Sheet. Appl. author: Foltz-  
Wessinger, Inc. © 17Jun66;  
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Super Veelos, the link V-belt; get  
more efficiency from your equipment.  
Folder. Appl. author: Foltz-  
Wessinger, Inc. © 1Mar66;  
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Twistlink V-belt for power trans-  
mission and conveying. Folder.  
Appl. author: Foltz-wessinger, Inc.  
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facturers' Council of New Britain;  
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In or out he works for a better New  
Britain. (In New Britain herald,  
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Ozzie gets his share, too, from  
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Apr. 26, 1966) Appl. author:  
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ain's industries. (In New Britain  
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The Unitrust ... is a significant  
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When patients can't chew specify the nutritionally complete liquid meal; Nutrament. (In Oral hygiene, June 1965, p.16) © Mead Johnson & Co., Edward Dalton Co., division (in notice: Mead Johnson & Co.); 1Jun65; KK192929.

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Bourbon no.9; full nine years old. (In The Fayetteville observer, Nov. 10, 1965, p.13B) © 10Nov65; KK192171.

Bourbon #9; straight bourbon whisky 9 years smooth. (In Cleveland press, Nov. 15, 1965, p.B9) © 15Nov65; KK194430.

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Campus league; Princeton, Harvard. On wrapper. Appl. author: Burton W. Fischer. © 10Mar66; KK193857. Pandessa shoes for lovely women. On wrapper. Appl. author: Burton W. Fischer. © 20Dec65; KK191938. Panita. [Three teenage girls looking at photos] On wrapper. Appl. author: Burton W. Fischer. © 20Dec65; KK191937.

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After 600,000 miles at a penny per mile, Diesel knock sounds like the sweetest music this side of heaven. (In The New York times, Feb. 14, 1966, p.13) Appl. author: Ogilvy & Mather, Inc. © 14Feb66; KK195053. Announcing the Mercedes-Benz 230S, the \$6400 car without an ounce of fat. (In The Wall Street journal, eastern ed., Mar. 18, 1966, p.11) Appl. author: Ogilvy & Mather, Inc. © 18Mar66; KK195052.

At 50,000 miles, you may begin to wonder if your Mercedes-Benz 230S will ever rattle; a most unflappable car. (In The New York times, Nov. 1, 1965, p.25) Appl. author: Ogilvy, Benson & Mather, Inc. © 1Nov65; KK195046.

Few cars feel stable at seventy miles an hour. (In New England International Auto Show program & directory, 1966, p.15) Appl. author: Ogilvy & Mather, Inc. © 26Oct65; KK194844.

How the Mercedes-Benz 230S takes the panic out of panic stops. (In The New York times, May 2, 1966, p.19) Appl. author: Ogilvy & Mather, Inc. © 2May66; KK195049.

It won't mush on curves at 70, won't swerve in a panic stop at 80 ... the Mercedes-Benz, a most unflappable car. (In The New York times, Nov. 8, 1965, p.21) Appl. author: Ogilvy, Benson & Mather, Inc. © 8Nov65; KK195047.

Let the skeptics scoff, I'm convinced ... the Mercedes-Benz Diesel can cut their fuel costs in half. (In The New York times, Nov. 12, 1965, p.29) Appl. author: Ogilvy, Benson & Mather, Inc. © 12Nov65; KK195051.

The Mercedes-Benz 250S, the \$6400 car that doesn't wallow, waddle, sway, sag or butter up your ego. (In The New York times, May 13, 1966, p.42) Appl. author: Ogilvy & Mather, Inc. © 13May66; KK195050.

Why the Mercedes-Benz 230SL costs \$6343. (In The New York times, June 3, 1966, p.40) Appl. author: Ogilvy & Mather, Inc. © 3Jun66; KK195045.

You give up things when you buy the Mercedes-Benz 230S; things like rattles, rust, and shabby workmanship. (In The New York times, Jan. 31, 1966, p.11) Appl. author: Ogilvy & Mather, Inc. © 31Jan66; KK195048.

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Miss Merry's comb-n-curl, toy cosmetics, safe and harmless; no.1308:59. Card. © 10Jan66; KK192328.

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Miss Merry's Merry manicure, toy cosmetics, safe and harmless; no.1307:59. Card. © 10Jan66; KK192327.

Miss Merry's model's make up, toy cosmetics, safe and harmless; no.1305:59. Card. © 10Jan66; KK192326.

Miss Merry's toy first aid, toy components, safe and harmless; no.1306:59. Card. © 10Jan66; KK192325.

Mister Merry's lather'n lotion, toy toiletries, safe and harmless; no.1304:39. Card. © 10Jan66; KK192324.

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The champagne of bottle beer. Silver champagne bucket, red background. (In The New Yorker, May 14, 1966, p.82) Appl. author: C. A. Mathisson. © 13May66; KK194629.

More and more people prefer Miller High Life. (In Redbook magazine, Mar. 1966, p.28) Appl. author: C. A. Mathisson. © 21Feb66; KK193073.

Sparkling, flavorful, distinctive; Miller High Life. Men playing cards. (In Argosy, Jan. 1966, p.2 of cover) Appl. author: C. A. Mathisson. © 27Dec65; KK192375.

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The deeper you probe the more you need these pioneers; Scotch brand tapes or belts. (In Geophysics, June 1965, p.42) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 25May65; KK192683.

Jati is an anywhere, anytime game of strategy and fun which can be enjoyed wherever there's room for a playing board or two, and whenever there's someone to play. Sheet. © 27Oct65; KK192240.

Jati, the strategic game of alignment where skillful offensive and defensive plays pay off in high scores. [Male & female playing game in Oriental setting] Sheet. © 27Oct65; KK192239.

Mr. Munves, silver merchant, polishes his silver less and enjoys it more, so can you thanks to Tarni-Shield. (In American home, Apr. 1966, p.94) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 17Mar66; KK194807.

Mr. President is a game of campaign politics aimed at winning the majority of electoral votes and, thus, the presidency. Sheet. © 27Oct65; KK192242.

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Swish, Carnival gift tie ribbon is ruffle-ready! (In Department store economist, Mar. 1966, p.19) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 28Feb66; KK193660.

## MINSTER MACHINE CO. ©

Die-namic process, a unique cost saving concept to produce metal stampings; Bulletin 37. 19 p. © 17Dec65; KK193748.

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Don't be disturbed, Miss Chambermaid is on the way! (Key chambermaid service) Card. © 26Jan66; KK193011.

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Flavor-sealed hamburgers are best. (In Muncie evening press, Jan. 1, 1966, p.6) © 1Jan66 (in notice: 1965); KK192829.

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Help your group raise \$50, \$500, \$2500 and more with these luscious chocolates, it's easy. Sheet. © 4Feb66; KK193962.

If you act now and are sincerely interested; chocolate Pollywogs. Double barred letter. Folder. © 31Dec65 (in notice: 1966); KK193197.

If you act now and are sincerely interested; chocolate Pollywogs. Oval. Folder. © 31Dec65 (in notice: 1966); KK193196.

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People like you like Pollywogs, no wonder it's so easy to raise \$50. Sheet. © 14Jan66; KK193200.

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It doesn't pour, it chuckles into the cup; Icee. Sheet. Appl. author: Norsworthy-Mercer, Inc. © 24Jan66; KK194359.

It's new, try an Icee Bear Trap, win a transistor radio! Sheet. Appl. author: Norsworthy-Mercer, Inc. © 25Jan66; KK192860.

There's an Icee machine in the place. Poster. Appl. author: Norsworthy-Mercer, Inc. © 25Jan66; KK192861.

Try Icee, new way to savor any fountain flavor. Sheet. Appl. author: Norsworthy-Mercer, Inc. © 24Jan66; KK194360.

You don't drink it, you slurp it; Icee. Sheet. Appl. author: Norsworthy-Mercer, Inc. © 24Jan66; KK194361.

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Highway hypnosis and how to snap out of it. (In The New York times, Jan. 25, 1966, p.C-15) Appl. author: Doyle Dane Bernbach, Inc. © 25Jan66; KK193368.

A license to what, a driver's license is an amazing bargain. (In The New York times, May 3, 1966, p.30L) Appl. author: Doyle Dane Bernbach, Inc. © 3May66; KK194581.

This is a trick picture, nobody is crazy enough to drive off a 10-story building, or are they? (In New York Herald Tribune, Feb. 1, 1966, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 1Feb66; KK193367.

MODERN MANUFACTURING CO., INC. © Melts ice fast, modern Ice Off; net wt. 4 1/2 lbs. On bag. © 1Jun66; KK195098.

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MONOGRAM MODELS, INC. © Hobby catalog, Corvette Sting Ray. Folder. © 30Jun65; KK192905. Mercedes-Benz, 1939, 540-K, cabriolet, authentic scale model; PC87-298. On box. © 31Aug63; KK193010.

MORGAN, URBAN HEARTE, JR. See EXTERMINATOR CO.

MORRELL (JOHN) & CO. RED HEART DIVISION. Mink fed on Red Heart wind up in the finest cars. (In National fur news, Mar. 1966, p.4 of cover) Appl. author: Allen; Anderson, Niefeld & Paley, Inc. © Red Heart Division, John Morrell & Co. (in notice: John Morrell & Co.); 1Mar66 (in notice: 1965); KK193469. Win, Admiral duplex 19 refrigerator-freezer filled with quality Morrell Pride meats. (In The Commercial appeal, Memphis, Oct. 25, 1965, p.13) © 25Oct65; KK191942.

MORRIS (J. I.) CO. © At your service with finest miniature designs; miniature cold headed-rolled thread screws. (No. 3 of a series) Sheet. NM: revisions. © 1Apr66; KK193758. Tighten loose temples to keep glasses from slipping; Flex-Tite hinge rings for eyeglasses; D-4 display. © 30Nov65; KK191950.

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MOSSY MOTORS, INC. © If you are looking for a load luggin' wagon look to Mossy Olds, for high trade in, low terms, low prices: Custom Vista Cruiser. (In The Times-picayune, Apr. 30, 1966, p.8) Appl. author: Knox Reeves-Fitzgerald Advertising. © 30Apr66; KK194565. If you are looking for a sophisticated luxury car look to Mossy Olds, for high trade in, low terms, low prices; 98 Holiday Sedan. (In New Orleans states-item, May 9, 1966, p.3) Appl. author: Knox Reeves-Fitzgerald Advertising. © 9May66; KK194563.

If you are looking for an all around lady's car look to Mossy Olds, for high trade in, low terms, low prices; 98 Holiday Coupe. (In New Orleans states-item, May 5, 1966, p.5) Appl. author: Knox Reeves-Fitzgerald Advertising. © 5May66; KK194562.

If you are looking for an impressive VP's car look to Mossy Olds, for high trade in, low terms, low prices; Delta 88 Holiday Coupe. (In The Times-picayune, New Orleans, Apr. 26, 1966, p.10) Appl. author: Knox Reeves-Fitzgerald Advertising. © 26Apr66; KK194564.

If you are looking for the ideal family car look to Mossy Olds. (In New Orleans states-item, Apr. 12, 1966, p.6) Appl. author: Knox Reeves-Fitzgerald Advertising. © 12Apr66; KK194212.

If you're looking for an exciting sports car, look to Mossy Olds, for high trade in, low terms, low prices; Toronado. (In The Times-picayune, New Orleans, Apr. 29, 1966, p.17) Appl. author: Knox Reeves-Fitzgerald Advertising. © 29Apr66; KK194561.

MOZELLE. Charles Ives symphony no.1. See RADIO CORP. OF AMERICA.

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## N

NABISCO. © Find-a-word cookie game; chocolate chip cookies. (In Life, Mar. 4, 1966, p.46-47) Appl. author: McCann-Erickson, Inc. © 28Feb66; KK194772.

Frightfully clever, these Americans, inventing an adult cookie; wizard idea, you know; Tiffin. (In Life, Feb. 18, 1966, p.R3) Appl. author: McCann-Erickson, Inc. © 14Feb66; KK194767.

If you like pecans, cashews, coconut, chocolate chips, almonds, get 'em by the cookie-full; Pecan shortbread. (In Life, Oct. 8, 1965, p.7b-7c) Appl. author: McCann-Erickson, Inc. © 21Sep65; KK193508.

If you thought Premium saltines were crisp before, now hear this, new slim style Premium saltines are thinner. (In Life, Jan. 14, 1966, p.44-45) Appl. author: McCann-Erickson, Inc. © 10Jan66; KK193510.

The name has been changed to protect the innocent; sugar Honey Maid graham crackers. (In Look, Nov. 16, p.M10) Appl. author: McCann-Erickson, Inc. © 2Nov65; KK193501.

New Sip'n Chips can radically change America's snack habits. (In Life, Feb. 11, 1966, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 7Feb66; KK194771.

New slim style Premium saltines are thinner, snappier, noisier. (In Rural gravure, North & South Dakota ed., Feb. 6, 1966, supplement newspaper) Appl. author: McCann-Erickson, Inc. © 6Feb66; KK193519.

No matter how you disguise, cover up or camouflage this cracker; you'll always know it's Ritz. (In Better homes & gardens, Feb. 1966, p.93) Appl. author: McCann-Erickson, Inc. © 18Jan66; KK194773.

O.K. bring on the boys; absolutely no strain ... with easy Kraft cheese spreads and Nabisco snacks. (In Seventeen, May 1966, p.188-189) Appl. author: McCann-Erickson, Inc. © 29Apr66; KK194780.

Open 'em up and say ahhh; fancy graham. (In Life, Nov. 15, 1965) Appl. author: McCann-Erickson, Inc. © 1Nov65; KK193507.

Premium saltine crackers make any cheese taste better. (In Life, Oct. 15, 1965) Appl. author: McCann-Erickson, Inc. © 11Oct65; KK193505.

Quick, what are the names of these 5 Nabisco cookies; Ideal peanut bars. (In Life, Feb. 4, 1966, p.5-7) Appl. author: McCann-Erickson, Inc. © 31Jan66; KK193506.

Snacks in award-winning packs are taking your shelves by storm; Triangle Thins. (In Variety store merchandiser, Dec. 1965, p.6) Appl. author: McCann-Erickson, Inc. © 1Dec65; KK193509.

This ficus carica doesn't give a fig for ordinary fig bars; fig newtons. (In TV guide, Mar. 5, 1966, p.41) Appl. author: McCann-Erickson, Inc. © 2Mar66; KK194765.

Three good reasons why it pays to promote Nabisco cookies. (In Nargus, Mar. 1966, p.79) Appl. author: McCann-Erickson, Inc. © 1Mar66; KK194764.

Three good reasons why it pays to promote Nabisco crackers; Premium saltine crackers. (In Progressive grocer, Jan. 1966, p.110) Appl. author: McCann-Erickson, Inc. © 3Jan66; KK193503.

Three good reasons why it pays to promote Nabisco snacks; Triscuit. (In Progressive grocer, Feb. 1966, p.138) Appl. author: McCann-Erickson, Inc. © 1Feb66; KK193502.

Wassails, cheers; parties and snacks from Nabisco. (In McCall's, Dec. 1965, p.43-50) Appl. author: McCann-Erickson, Inc. © 22Nov65; KK194074.

We redesigned the coffee-cake into a coffee-cookie; new Danish Rings. (In McCall's, Nov. 1965, p.7b) Appl. author: McCann-Erickson, Inc. © 21Oct65; KK193504.

Whoever thought of turning apple strudel into a homey new cookie? (In Life, May 6, 1966, p.R5) Appl. author: McCann-Erickson, Inc. © 2May66; KK194766.

NASH ENGINEERING CO. © A new economical long-life vacuum pump the Nash, series MD, capacities to 25 CFM. Sheet. (Bulletin no.438-A) Appl. author: Joe L. Hylton. © 20Dec65; KK192604.

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At NBC commercial loans are serviced by a 1949 Ville Platte bronc buster. (In New Orleans states-item, June 13, 1966, p.9) Appl. author: Knox Reeves-Fitzgerald Advertising. © 13Jun66; KK195093.

At NBC savings accounts can be opened through a 1942 bon vivant. (In New Orleans states-item, May 30, 1966, p.9) Appl. author: Knox Reeves-Fitzgerald Advertising. © 30May66; KK195094.



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At NBC trust funds or estates can be arranged through a 1915 Buster Brown look-alike. (In New Orleans states-item, May 16, 1966, p.9) Appl. author: Knox Reeves-Fitzgerald Advertising. © 16May66; KK195095.

At NBC world wide banking can be arranged through a 1945 cowpoke. (In New Orleans states-item, Apr. 18, 1966, p.11) Appl. author: Knox Reeves-Fitzgerald Advertising. © 18Apr66; KK194214.

At NBC you can make deposits with a 1946 heart stealer. (In New Orleans states-item, May 2, 1966, p.13) Appl. author: Knox Reeves-Fitzgerald Advertising. © 2May66; KK194374.

Joan Biased laments, what \$6.32 did for mankind. (In The Driftwood, Mar. 10, 1966, p.4) Appl. author: Knox Reeves-Fitzgerald Advertising. © 10Mar66; KK193958.

Lawrence O'Liverstone re-enacts, how \$25 immortalized MacBeth. (In The Driftwood, Mar. 24, 1966, p.8) Appl. author: Knox Reeves-Fitzgerald Advertising. © 24Mar66; KK193959.

Living in New Orleans is all kinds of fun. 1 v. Appl. author: Knox Reeves-Fitzgerald Advertising. © 28Mar66; KK193901.

We bought our first color TV and saved money with low NBC rates. (In New Orleans States-item, Feb. 14, 1966, p.9) Appl. author: Knox Reeves-Fitzgerald Advertising. © 14Feb66; KK192953.

You can apply for an NBC personal loan with a one year old of 1908. (In New Orleans states-item, Apr. 4, 1966, p.11) Appl. author: Knox-Reeves-Fitzgerald Advertising. © 4Apr66; KK194211.

You can open an NBC checking account with a 1939 communicant. (In New Orleans states-item, Mar. 21, 1966, p.9) Appl. author: Knox Reeves-Fitzgerald Advertising. © 21Mar66; KK194213.

Zsa Zsa Galore confesses, how \$8.63 bought me a perfect body. (In The Driftwood, Louisiana State University in New Orleans, Apr. 14, 1966, p.10) Appl. author: Knox Reeves-Fitzgerald Advertising. © 14Apr66; KK194369.

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As good as good can be, Lorna Doone by Nabisco. (In American automatic merchandiser, Feb. 1966, p.75) Appl. author: Needham & Grohmann, Inc. © 15Feb66 (in notice: 1965); KK193173.

As good as good can be, the best of everything in Fig Newtons cakes by Nabisco. (In American automatic merchandiser, Feb. 1966, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 15Feb66; KK193172.

The best of everything in cheese-on-rye sandwiches by Nabisco; May special. (In Vend, May 1, 1966, p.26) Appl. author: Needham & Grohmann, Inc. © 1May66; KK194235.

The best of everything in Oreo creme sandwiches by Nabisco; May special. (In American automatic merchandiser, Apr. 1966, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 15Apr66 (in notice: 1965); KK194233.

The best of everything in salted peanuts by Nabisco, June special. (In American automatic merchandiser, May 1966, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 15May66; KK194578.

The best of everything in sugar wafers by Nabisco; May special. (In American automatic merchandiser, Apr. 1966, p.75) Appl. author: Needham & Grohmann, Inc. © 15Apr66; KK194234.

Bongos, get 'em with Shreddies. (In Indianapolis star, Mar. 27, 1966, comics, p.3) © 27Mar66; KK194373.

New from Nabisco, another high-profit item, cheese sandwiches. (In American automatic merchandiser, Jan. 1966, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 15Jan66; KK192609.

No.1 with Nabisco customers, cheese peanut butter sandwiches; Nab. (In American automatic merchandiser, Mar. 1966, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 15Mar66; KK193866.

Seafood's light, fresh flavor calls for new slim style Premium saltines. (In Chef, Mar. 1966, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 22Apr66; KK194466.

You add the ice cream, we'll add the wonderfully rich chocolate taste of Brownie Bar sandwich wafers from Nabisco. (In Ice cream field & trade journal, Feb. 1966, p.67) Appl. author: Needham & Grohmann, Inc. © 15Feb66; KK193865.

## NATIONAL DAIRY COUNCIL. ©

Watching your weight, don't turn your life upside down; contents one quart liquid. On folding carton. © 25Jan66; KK194147.

## NATIONAL DAIRY PRODUCT CORP. ©

Checkerboard cherry vanilla flavored ice cream; one-half gallon liquid; Sealtest. On folding carton. © 30Nov65; KK193193.

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Batman. [Design on fabric; shirt] © 20Jan66; KK194123.

Batman game; 4648. M. Bradley Co. On wrapper. © 1Jan66; KK194942.

Batman theme; Nelson Riddle and his orchestra; Fox 626. Record sleeve. © 14Feb66; KK194222.

Batman theme ... composed and conducted by Neal Hefti; LSP-3573. Record sleeve. © 28Feb66; KK192964.

Plastic Man gives Ascot's new stretch lining the works, and it does. (In Women's wear daily, Sept. 30, 1964, p.41) © 30Sep64; KK193113.

Superman jigsaw puzzle; 4611; 100 interlocking pieces. [Superman flying over submarine] Whitman Pub. Co. On wrapper. © 4Jan66 (in notice: 1965); KK192921.

## NATIONAL PRESTO INDUSTRIES. ©

This is knife, Mac, with the weight up front where the work is done; Presto. (In American home, Nov. 1965, p.79) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Oct65; KK192279.

## NATIONAL PRESTO INDUSTRIES, INC. ©

New Presto automatic toothbrushes are everywhere. (In Ladies' home journal, Nov. 1965, p.163) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Oct65; KK192280.

Presto; a loaf of bread, a jug of wine, a Presto Cooker, paradise. (In American home, Oct. 1965, p.75) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Sep65; KK193289.

Presto, beautiful way to say Merry Christmas; electric knife. (In Saturday evening post, Dec. 18, 1965, p.69) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Dec65; KK193272.

Presto has a gift for making women happy; jumbo fry pan. (In Saturday evening post, Dec. 4, 1965, p.67) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Nov65; KK193286.

Presto takes the guesswork out of giving; cordless automatic toothbrush. (In Saturday evening post, Nov. 6, 1965, p.73) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Oct65; KK193288.

Thought of Presto gifts for her, she has; jumbo fry pan. (In Saturday evening post; Nov. 20, 1965, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9Nov65; KK193287.

## NATIONAL SPORTS CO. ©

Physical education equipment, 1966 E. 22 p. NM: additions. © 10Feb66; KK193750.

## NATIONAL WHEEL &amp; RIM ASSN. ©

Don't wait for the geese to fly south, get wheels for winter tires. Sheet. © 18Apr66; KK195044.

## NESTLE CO., INC. ©

Kids, look, free trading cards in Nestle's new Keen Chillers. (In The Detroit news, May 29, 1966, comic section, p.4) Appl. author: Van Sant Dugdale & Co., Inc. © 29May66; KK194886.

Kids, look, free trading cards in Nestle's new Keen Chillers! (In The Detroit news, June 12, 1966, comic section) Appl. author: Van Sant Dugdale & Co., Inc. © 12Jun66; KK194981.

## NEVCO HANGER CORP.

Tiger Grip skirt hangers; 445/2. Card. © Nevco a.a.d.o. Nevco Hanger Corp.; 3Jun66; KK195014. Trouser hangers; 444. Card. © Nevco a.a.d.o. Nevco Hanger Corp.; 3Jun66; KK195013.

## NEVCO WOOD PRODUCTS CO., INC.

Decorative molds; 1216/C. Folder. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 10May66; KK195015. Deluxe ice cream scoop; 1110/BL. Card. © 2May66; KK195009.

Good morning, egg topper, set of 2, stainless steel teeth; 1285/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 21Jan66 (in notice: 1965); KK192659.

Handy 9-blade cutter, does 10 times the job with one motion; 1373/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 21Jan66 (in notice: 1965); KK192660.

Kitchen slicer; 1143/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Jun66; KK195010.

Peeler; 1317/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Jun66; KK195016.

Spatula; 1097/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Jun66; KK195011.

Stretch 'n Dry; 39/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Jun66; KK195012.

## NEWLY WEDS BAKING CO. ©

Cake roll; Good Humor; net weight 1 pound. [Roll on dish in front of bowl of chrysanthemums] On folding carton. Appl. author: R. A. Morris. © 19Jan66; KK193369.

- NEWPORT BALBOA SAVINGS & LOAN ASSN.,  
NEWPORT BEACH, CALIF.  
C'est vrai! Folder. © Newport  
Balboa Savings & Loan Assn.;  
15Apr66; KK194951.
- Let George help your savings grow.  
Folder. © Newport Balboa Savings  
& Loan Assn.; 15Apr66; KK194950.
- OK skipper, here's \$150 a month for  
the next ten years, plus an extra  
\$10,300.00. Folder. © Newport  
Balboa Savings & Loan Assn.;  
15Apr66; KK194952.
- Only \$10,000, sculpture lessons only  
\$10,000. Folder. © Newport  
Balboa Savings & Loan Assn.;  
15Apr66; KK194953.
- NIFE, INC. ©  
Specifications for high capacity  
nickel cadmium alkaline batteries;  
series KAP and KA pocket plate con-  
struction. Folder. Appl. author:  
Fred Wittner Co., Inc. © 15Dec65;  
KK194189.
- NORDIC ENTERPRISES, INC. ©  
Proven fishing methods, by Lauri  
Rapala. Sheet. NM: additions &  
revisions. © 10Oct65; KK192754.
- NORFOLK MATTRESS CO., INC. ©  
Sleep sound, awake alive, when you  
sleep on the action-packed Ezera  
Storm mattress. (In The Ledger-Star  
Norfolk, Jan. 12, 1966, p.3)  
© 12Jan66; KK193184.
- NORTH AMERICAN PHILIPS CO., INC. ©  
Help, help, I'd give anything to  
save dear Nick from getting roughed  
up while shaving close; Norelco  
Flip-Top Speedshaver 20. (In UCLA  
daily bruin, May 3, 1966, p.3)  
© 3May66; KK195124.
- How to make your mother or your wife  
... happy; new Norelco beauty  
sachet, it's a shaver plus. (In  
Good housekeeping, May 1966, p.36)  
© 19Apr66; KK194852.
- Norelco dares to match shaves with  
a blade; Speedshaver. (In Popular  
science, Mar. 1966, p.1) © 24Feb66;  
KK193739.
- NORTHERN SIGNAL CO. ©  
Breakthrough in warning signals, the  
new Blitzer model 2D8, high in-  
tensity, solid state flasher.  
Sheet. © 1Jun66; KK194752.
- See what Electro Line is doing now,  
Bull-Dozer electric fencers; Super  
Charger deluxe model 4309. Sheet.  
© 23Nov65; KK193765.
- NORTHWEST PAPER CO. ©  
Mountie admires papoose held by squaw  
with proud red father in background;  
this memo pad features Carlton bond;  
July 1966. Illus. signed: A. Fri-  
berg. © 14Jun66; KK194927.
- Mountie on horseback tracking, Indian  
guide dismounted; this memo pad  
features Carlton Bond. Illus.  
signed: A. Friberg. © 21Feb66;  
KK192850.
- Mountie sings with frontier kids to  
accompaniment of gramophone; this  
memo pad features Carlton bond;  
May 1966. Illus. signed: A. Friberg.  
© 20Apr66; KK194045.
- Settler plowing with oxen holds re-  
ward poster, points to left for  
Mountie; this memo pad features  
Carlton bond; Jan. 1966. Illus.  
signed: A. Friberg. © 29Dec65;  
KK191935.
- NOXZEMA CHEMICAL CO. ©  
Cover Girl is the only make-up for  
me, it's glamorous ... says cover  
girl Bonnie Trompeter. (In  
Seventeen, July 1964, p.41)  
Appl. author: Sullivan, Stauffer,  
Colwell & Bayles, Inc. © 1Jul64;  
KK193100.
- Cover Girl medicated make-up by Nox-  
zema, a Cover Girl complexion, the  
clear skin look you love. [En-  
dorsed by Adrienne] (In Co-ed,  
Mar. 1966, p.4 of cover) Appl.  
author: Sullivan, Stauffer, Colwell  
& Bayles, Inc. © 21Feb65; KK194540.
- Cover Girl medicated make-up by  
Noxzema, a Cover Girl complexion,  
the clear skin look you love.  
[Endorsed by Geraldine Petersen]  
(In Co-ed, Sept. 1965, p.4 of  
cover) Appl. author: Sullivan,  
Stauffer, Colwell & Bayles, Inc.  
© 20Aug65; KK194541.
- Cover Girl medicated make-up by Nox-  
zema, a Cover Girl complexion, the  
clear skin look you love. [Endorsed  
by Sally Murdoch] (In Co-ed,  
Nov. 1965, p.4 of cover) Appl.  
author: Sullivan, Stauffer, Colwell  
& Bayles, Inc. © 20Oct65; KK194543.
- Cover Girl medicated make-up by  
Noxzema; the natural-beauty look,  
a Cover Girl complexion. (In  
Look, Nov. 30, 1965, p.79) Appl.  
author: Sullivan, Stauffer, Colwell  
& Bayles, Inc. © 15Nov65;  
KK194151.
- Cover Girl medicated make-up by  
Noxzema, the natural-beauty look,  
a Cover Girl complexion. [Endorsed  
by Lola Dumas] (In Vogue, Mar. 15,  
1966, p.61) Appl. author: Sullivan,  
Stauffer, Colwell & Bayles, Inc.  
© 15Mar66; KK194542.
- Cover Girl, medicated make-up by  
Noxzema; the natural beauty look,  
a Cover Girl complexion; Bonniers.  
[Endorsed by Eva Ljungberg] (In  
Seventeen, Apr. 1966, p.23) Appl.  
author: Sullivan, Stauffer, Colwell  
& Bayles, Inc. © 1Apr66; KK194464.
- OCEANA PUBLICATIONS, INC. ©  
Food & cookery. Kate Coplan,  
designer & producer. On box.  
© 1Dec65; KK193114.
- Music and music makers, no.2 in  
Oceana's display library, 1965.  
Kate Coplan, designer & producer.  
On box. © 1May65; KK191326.
- OGG, HERMAN R. ©  
Kitty John. Sticker. © 11Dec65;  
KK191940.
- OHIO ENVELOPE CO. ©  
A legend; and this is the story of  
insurance; catalog no.265.  
Appl. author: Herbert R. Mayer.  
© 1Sep63; KK191944.
- OHRBACH'S, INC. ©  
Are they joking, they are not, and  
neither is Ohrbach's. (In The New  
York times, Mar. 13, 1966, p.53)  
Appl. author: Doyle Dane Bernbach,  
Inc. © 13Mar66; KK193634.
- Bring a little cash and a lot of  
courage. (In The New York times,  
Apr. 17, 1966, p.153) Appl. au-  
thor: Doyle Dane Bernbach, Inc.  
© 17Apr66; KK194757.
- But I'm accustomed to my personal  
salesgirl. (In The New York times,  
Apr. 10, 1966, p.L-45) Appl. au-  
thor: Doyle Dane Bernbach, Inc.  
© 10Apr66; KK194046.
- Get even with your wife; men's shop.  
(In The New York times, Apr. 21,  
1966, p.22L) Appl. author: Doyle  
Dane Bernbach, Inc. © 21Apr66;  
KK194756.
- Great system, we've had it for years;  
the camp shops at Ohrbach's. (In  
The New York times, Apr. 24, 1966,  
p.53L) Appl. author: Doyle Dane  
Bernbach, Inc. © 24Apr66; KK194755.
- Here we go again. (In The New York  
times, Dec. 5, 1965, p.L-53)  
Appl. author: Doyle Dane Bernbach,  
Inc. © 5Dec65; KK192100.
- How to cut the high cost of kids.  
(In Sunday news, New York, May 8,  
1966, p.13) Appl. author: Doyle  
Dane Bernbach, Inc. © 8May66;  
KK194758.
- How to cut the high cost of kids.  
(In The New York times, Mar. 6,  
1966, p.L-53) Appl. author:  
Doyle Dane Bernbach, Inc.  
© 6Mar66; KK193219.
- How'll I get it home, by camel?  
(In The New York times, Mar. 27,  
1966, p.L-53) Appl. author:  
Doyle Dane Bernbach, Inc.  
© 27Mar66; KK193734.
- I love 'em but who can afford 'em?  
(In The New York times, Nov. 21,  
1965, p.L-53) Appl. author: Doyle  
Dane Bernbach, Inc. © 21Nov65;  
KK192351.
- I should like, if I may, to submit a  
list of complaints about your per-  
formance last year. (In The New  
York times, Dec. 12, 1965, p.53)  
Appl. author: Doyle Dane Bernbach,  
Inc. © 12Dec65; KK191875.
- I'll get there and the cashier will  
go to lunch, watch. (In The New  
York times, May 15, 1966, p.L-53)  
Appl. author: Doyle Dane Bernbach,  
Inc. © 15May66; KK194754.
- I'm sending you a suit, said the  
Paris designer, pouring us a demi-  
tasse, that only Ohrbach's will  
have. (In The New York times,  
Mar. 20, 1966, p.53) Appl. author:  
Doyle Dane Bernbach, Inc.  
© 20Mar66; KK194509.
- Is Ohrbach's for Harold Platt? (In  
New York herald tribune, Aug. 22,  
1965, p.27) Appl. author: Doyle  
Dane Bernbach, Inc. © 22Aug65;  
KK192120.
- Ohrbach's marks this historic moment  
with a 2-day celebration. (In  
The New York Times, Feb. 20, 1966,  
p.L-51) Appl. author: Doyle Dane  
Bernbach, Inc. © 20Feb66;  
KK193220.
- Paris, tomorrow at Ohrbach's, less  
skirt, more leg. (In New York  
herald tribune, Mar. 16, 1966, p.9)  
Appl. author: Doyle Dane Bernbach,  
Inc. © 16Mar66; KK193597.
- Show the old block you're a chip.  
(In New York post, June 8, 1966,  
p.29A) Appl. author: Doyle Dane  
Bernbach, Inc. © 8Jun66; KK195120.
- They're crazy, you'll say when you see  
the low prices starting tomorrow.  
(In Newark news, Jan. 4, 1966,  
p.27) © 4Jan66; KK192342.
- Where do they get all those elbows?  
(In New York herald tribune,  
Mar. 31, 1966, p.11) Appl. author:  
Doyle Dane Bernbach, Inc.  
© 31Mar66; KK194027.
- The world's most underpaid babysitter,  
thank her on May 8. (In The New  
York times, May 1, 1966, p.L-53)  
Appl. author: Doyle Dane Bernbach,  
Inc. © 1May66; KK194510.
- OLD HICKORY MANUFACTURING CO. ©  
Thank you, we appreciate your business,  
wear this colored casual hanky.  
Folder. © 1Jun65; KK194132.
- OPAD ELECTRIC CO. ©  
Three phase medium voltage D. C.  
power supplies. Sheet. (Bulletin  
no.215) Appl. author: Henry Louis  
Opad. © 13Jan66; KK192184.
- Three phase medium voltage D. C.  
power supply. Sheet. (Bulletin  
supplement 210-1) Appl. author:  
Henry Louis Opad. © 13Jan66;  
KK192185.



## ORIGINAL TOY CORP. ©

See and Sew; follow these simple instructions. On folding carton. © 7Mar66; KK193454.

See and Sew; sew-by-color picture set & frame for hanging. [Box top] © 7Mar66; KK193455.

OSHKOSH B'GOSH, INC. See OSHKOSH SPORTSWEAR.

## OSHKOSH SPORTSWEAR.

Mad-Mod; take Mad-Mod slacks for example. (In Daily news record, Mar. 14, 1966, p.14) © Oshkosh Sportswear a.a.d.o. Oshkosh B'Gosh, Inc.; 14Mar66; KK194476.

## OSTER (JOHN) MANUFACTURING CO. ©

By Oster; wedding gifts in a classic tradition of elegance; Osterizer liquifier-blender. (In Modern bride, June/July 1966, p.63) © 1Jun66; KK194826.

Dutch clip, easy with an Oster electric animal clipper with interchangeable blades; model 13. (In Pet shop management, May 1966, p.38) © 1May66; KK194825.

Here's to your health, instant nectar; Oster automatic juice extractor, model 357-01. (In Today's health, May 1966, p.77) © 1May66; KK194823.

New from Oster, the last word in blades for breezing through butch cuts and flat tops, new size 3 1/2; Oster electric hair clippers. (In The Master barber & beautician magazine, May 1966, p.18-19) © 1May66; KK194822.

Vive le francs, a new profit winner; Charmaire portable professional hair dryer by Oster. (In Modern beauty shop, May 1966, p.180) © 1May66; KK194824.

## OUT-RIGGER CO.

Lures and rigs, get more action with artificial shrimp. Sticker. © Out-Rigger Co., solely owned by Lawrence LeRoy Snow; 10Jan66 (in notice: 1965); KK193087.

Rig, exploded view; shrimp and frog assembly. Sheet. © Out-Rigger Co., solely owned by Lawrence LeRoy Snow; 10Jan66 (in notice: 1965); KK193086.

## OVERLAND CO. ©

Fisherman's friend, a handy weigh by Overland; no.241. Folder. Appl. author: Fred Mac Overland. © 14Sep65 (in notice: 1966); KK192119.

## OWENS-ILLINOIS, INC. ©

Thrift catalog, 1966. 17 p. © 4Jan66; KK194229.

## OXFORD PAPER CO. ©

Merchant distribution policy. Folder. Appl. author: Rumrill-Hoyt, Inc. © 7Feb66; KK193885.

## OZARK AIRLINES, INC. ©

Get up and go! Sure I fly Ozark. Man with attache case. [Endorsed by Robert L. Desmond] (In Nashville Tennessean, Dec. 20, 1965, p.37) Appl. author: D'Arcy Advertising Co. © 20Dec65; KK192357.

## OZARK FRIED CHICKEN, INC. ©

Miss Alma's recipe; a bucket of chicken for 5 to 7 cousins. On folding carton. © 7Mar66; KK193749.

## P

## P &amp; O-ORIENT LINES. ©

In the old sailing days the passengers were allowed to volunteer for a spell at the oars, ha! [Endorsed by] Nicholas Monsarrat. (In The New Yorker, Jan. 15, 1966, p.9) Appl. author: Ogilvy, Benson & Mather, Inc. © 13Jan66; KK192941.

In the ship's talent concert one soprano's voice was identical to the musical-saw solo which followed. [Endorsed by] Nicholas Monsarrat. (Saturday review, Feb. 19, 1966, p.94) Appl. author: Ogilvy & Mather, Inc. © 15Feb66; KK193700.

People lose strange things on board ship; books and spectacles one can understand, but a guitar, six pairs of men's underpants? (In Harper's magazine, Jan. 1966, p.69) Appl. author: Ogilvy, Benson & Mather, Inc. © 30Dec65 (in notice: 1966); KK192226.

Sailors, with their built-in sense of order, service, and discipline, should really be running the world. [Endorsed by] Nicholas Monsarrat. (In The Saturday review, Jan. 8, 1966, p.64) Appl. author: Ogilvy, Benson & Mather, Inc. © 4Jan66; KK192942.

## PACIFIC HAWAIIAN PRODUCTS CO. ©

Are you thinking about Hawaiian punch? (In Supermarket news, Apr. 18, 1966, insert between p.4-5) © 18Apr66; KK194323. Enjoy the happy taste, Zot punch. Sheet. © 11Apr66; KK193945.

Hawaiian Punch base. [One comic male in the act of punching another] Sheet. © 4Jan65; KK192761.

Hawaiian Punch is served to the United States Olympic team. [Male leaping hurdle] Sheet. Illus. signed: G. Bartell. © 1Sep64; KK192758.

Hawaiian Punch TV calendar for 1966; January. [Port. of Polynesian female beside tree] Sheet. © 1Dec65 (in notice: 1966); KK192757.

How about a nice Hawaiian Punch. [One comic male in the act of punching another] Sheet. © 4Jan65; KK192759.

New low calorie Hawaiian Punch. [Male figure reclining on heap of fruits] Sheet. © 4Jan65; KK192760.

Red Zot fruit punch; net contents 1 qt. 14 liq. oz. Sticker. © 26Jan66; KK192403.

Taste the sunshine fruits; Hawaiian Punch. [Port. of Polynesian female leaning against bamboo stalk] Sheet. © 2Jan66; KK192756.

Taste the sunshine fruits; Hawaiian Punch. [Port. of Polynesian female leaning against tree] Sheet. © 2Jan66; KK192762.

Taste the sunshine fruits; Hawaiian Punch. [Port. of Polynesian female leaning against tree, looking over shoulder] Sheet. © 2Jan66; KK192763.

Taste the sunshine fruits; Hawaiian Punch. [Port. of Polynesian female with flowers in her hair laughing over her shoulder] Sheet. © 2Jan66; KK192764.

## PACIFIC WIRE WORKS CO. ©

Pacific Wire-Grams, by George G. Altnow.

Jan. 1966. © 1Jan66; KK192333.

Feb. 1966. © 1Feb66; KK192859.

Mar. 1966. © 1Mar66; KK193255.

Apr. 1966. © 1Apr66; KK193955.

May 1966. © 1May66; KK194966.

June 1966. © 1Jun66; KK195077.

## PALMER (WAYNE) CORP. ©

Plastic-coated charts, versatile, practical, colorful. Sheet. Appl. author: Wayne Palmer. NM: revision & addition. © 3Jan66; KK192468.

## PAN AVION. ©

Private executive aircraft and marine survival equipment; 2-man life rafts, mar 2B-1. Folder. (Mar series) © 15Nov65; KK192619.

## PANELBOARD MANUFACTURING CO., INC. ©

Prismalite translucent polystyrene panels. Sheet. © 14Feb66; KK194475.

## PARK &amp; TILFORD. ©

Scotch, our own special selection from Scotland's finest distilleries. (In New York herald tribune, Oct. 9, 1965, p.6) © 9Oct65; KK193039. Special selection scotch, a luxury in taste, but not in price. (In Daily news, New York, Nov. 24, 1965) © 24Nov65; KK193625.

## PARKE, DAVIS &amp; CO. ©

Cough relief for patients of all ages; Benylin. Card. © 16Nov65; KK191966.

Eldec Kapseals can broaden horizons in later life. Card. © 23Nov65; KK191962.

The epileptic, burden to those around him? Dilantin. Folder. © 29Oct65; KK191965.

The epileptic, productivity in limbo? Dilantin. Folder. © 1Dec65; KK191961.

The epileptic, sheltered from the world at large? Dilantin. Folder. © 19Oct65; KK191964.

Helps keep older patients in the swing because it's more than just a vitamin supplement; PD-D-2172; Eldec Kapseals. Card. © 27Apr66; KK195110.

Helps keep older patients on the go because it's more than just a vitamin supplement; PD-D-2201; Eldec Kapseals. Card. © 13Jun66; KK195104.

Miseries by the million for pollen-sensitive patients, they need the twofold action of Benadryl; PD-D-2170. Card. © 18Apr66; KK195101.

Once a contaminated laceration, now ready for healing, Elase ointment. Folder. © 15Dec65; KK191967.

Once, a purulent ulcer, now ready for healing; PD-D-2192; Elase ointment. Folder. © 10Jun66; KK195103.

Once, a stubborn abscess, now ready for healing; PD-D-2189; Elase ointment. Folder. © 17May66; KK195102.

One child in one sandbox may start a pinworm explosion, one dose of one agent can stop it; PD-D-2167; Povon. Card. © 17Mar66; KK195099.

One boy on one bicycle may start a pinworm explosion, one dose of one agent can stop it; PD-D-2174; Povon. Card. © 21Apr66; KK195108.

One boy on one stallion may start a pinworm explosion, one dose of one agent could have prevented it; PD-D-2200; Povon. Card. © 8Jun66; KK195113.

One girl on one swing may start a pinworm explosion, one dose of one agent can stop it; PD-D-2177; Povon. Card. © 20May66; KK195109.

Paint, a sign of trouble for some patients; Benadryl. Folder. © 12Nov65; KK191963.

The pink capsule with the white band identifies a Parke-Davis diphenhydramine product; PD-D-2140; Benadryl. Card. © 27Dec65; KK195111.

Relieves cough in patients of all ages; PD-D-2168; Benlylin expectorant. Card. © 25Feb66; KK195107.  
Seizure in the library; PD-D-2185; Dilantin. Folder. © 27May66; KK195114.

Seizure in the supermarket; PD-D-2171; Dilantin. Folder. © 25Apr66; KK195106.

Some allergens are green, whatever their color, shape, or size, Benadryl; PD-D-2181. Folder. © 24May66; KK195105.

Some allergens are red; PD-D-2169; Benadryl. Folder. © 28Mar66; KK195100.

Star of the school play but focus of pinworm infection; Povan. Card. © 18Dec65; KK191968.

Yarn, a sign of trouble for allergic patients; PD-D-2064; Benadryl. Folder. © 10Jan66 (in notice: 1965); KK195112.

#### PARKER BROS., INC. ©

Bowling game, Top Ten Pins; no.16. On wrapper. © 30Dec65; KK192112.

Play 'n Talk. (Phonics in action game) [Gameboard] © 28Feb66; KK193716.

Play 'n Talk, now everyone can read, phonics in action game; no.81. Prepared & endorsed by The Isabelle Buckley Schools of Education. On wrapper. © 28Feb66; KK193715.

Rich Uncle, Parker Brothers trademark for its stock market game equipment; no.30. On wrapper. © 29Dec65; KK191878.

Ring spinning game, Top Shuffle Board; no.62. On wrapper. © 14Mar66; KK193998.

Stock market game, Tycoon; no.52. On wrapper. © 11Mar66; KK193997.

Thistle, a family game, 2 to 4 players; no.699. On wrapper. © 11Mar66; KK193993.

#### PARKER PEN CO. ©

From sunken Spanish treasure, a collector's edition of the Parker 75; it costs \$75. (In The New Yorker, Feb. 5, 1966, p.27) Appl. author: Leo Burnett Co., Inc. © 29Jan66; KK194382.

The gift; the Parker 75. (In The Reader's digest, May 1966, p.284-285) Appl. author: Leo Burnett Co., Inc. © 25Apr66; KK194322.

Think twice about giving the Parker 75 to just anyone. (In The Reader's digest, Nov. 1965, p.288) Appl. author: Leo Burnett Co., Inc. © 25Oct65; KK191943.

Think twice about giving the Parker 75 to just anyone. (In The Reader's digest, Dec. 1965, p.19-20) Appl. author: Leo Burnett Co., Inc. © 25Nov65; KK192825.

Two reasons why the Parker 75 is the only gift for some people you know. (The Reader's digest, Jan. 1966, p.186) Appl. author: Leo Burnett Co., Inc. © 25Dec65; KK192658.

#### PARMET (JOSEPH) CO., INC. ©

One-wipe dust mop cover; self-adjusting, fits over any mop. On bag. © 15Jul65; KK194545.

PASCHALL, PAUL S. See SORENO COSMETICS.

PASCHALL, PAUL S. See VANDORA COSMETICS.

PASSLER, JAMES H. See SUPREME SCHOOL STUDIOS.

#### PAY LESS SUPER MARKET, INC. ©

Auction buck. Sheet. © 2May66; KK195041.

#### PEARL INDUSTRIES. ©

Go-go shaver, cleans, sanitizes, sharpens, lubricates; contents: 6 oz. Sticker. Appl. author: Joseph Ades. © 20May66; KK194819.

#### PEARSON PRODUCTIONS, INC. ©

How to advertise without any waste; Baseball facts 1966. (In Advertising & sales promotion, Nov. 1965, p.133) Appl. author: Charles H. Pearson. © 1Nov65; KK192512.

#### PEKAO TRADING CORP. ©

Na Wielkanoc do Polski paczki Peak. Folder. © 3Jan66; KK192127.

#### PELLON CORP. ©

No matter what fabric you're using. (Montage) (In Vogue pattern book, Feb.-Mar. 1966, p.9) © 20Jan66; KK192661.

Non-woven interfacing can be cut and sewn. (Cut-up Pellon girl) (In Practical forecast for home economists, Feb. 16, 1966, p.F13) © 20Jan66 (in notice: 1965); KK192663.

This polishing disc has set up a new standard ... now, Pad-K allows critical polishing. (In Industrial research, Dec. 1965, p.21) 20Nov65; KK192662.

Untouched photo, pucker-free collar because of new Pellon non-woven polyester lining. (In Daily news record, New York, Feb. 1, 1966, p.7) © 1Feb66; KK192972.

#### PENICK & FORD LTD., INC. COLLEGE INN DIVISION. ©

7 healthy reasons why you will be delighted with Vegamato. (In The Boston herald, Feb. 17, 1966) © 17Feb66; KK193576.

#### PENNER PROVISION CO. ©

All beef all purpose Kolbassi, milder spicing, extra lean. On bag. Appl. author: Melvin Penner. © 20Dec65; KK192541.

#### PEPSICO, INC. ©

Boat hook; hoist your sales, sell Pepsi-Cola. (In The boating industry, Mar. 1966, p.94) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Mar66; KK193279.

Double life; come alive, you're in the Pepsi generation. (In World/tennis, Feb. 1966, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Jan66; KK192433.

Enter Pepsi-Cola's \$2,000,000 worldwide family shopping spree. (In Progressive farmer, May 1966, p.81) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Apr66; KK194398.

The girls girl-watchers watch drink Diet Pepsi with only one calorie. (In St. Louis post-dispatch, June 2, 1966, p.14C) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Jun66; KK194856.

Mirage, it disappears when the Pepsi generation makes the scene. (In Progressive farmer, Feb. 1966) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: additions. © 10Jan66; KK193275.

Now in response to the popularity of ... Adventures in negro history, Pepsi-Cola brings you a second outstanding volume. (In Ebony, Feb. 1966, p.67) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Jan66; KK193290.

Pepsi-Cola on the rocks, refreshing find of the Pepsi generation. (In Life, Mar. 4, 1966, p.49) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Feb66; KK193276.

Push-button drive, custom-built for the Pepsi generation. (In Co-ed, Feb. 1966, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: additions. © 20Jan66; KK193278.

Shortest distance to vending profits, a great line; Pepsi-Cola. (In Service station management, Feb. 1966, p.8) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Feb66; KK193274.

Sunken pleasure, discovered by the Pepsi generation. (In Life, Feb. 4, 1966; KK193293) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 31Jan66; KK193293.

This slide rule solves just one problem, how to increase your soft-drink profits; Pepsi-Cola. (In Food topics, Feb. 1966, p.46) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Jan66; KK193277.

Two for the road; regular Pepsi-Cola and Diet Pepsi-Cola. (In Teen, Jan. 1966, p.27) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Dec65; KK193273.

PEPSICO, INC. See PEPSI-COLA CO.

#### PEPSI-COLA CO. ©

Brighten the visit with Pepsi. [Nurse giving drink to father & son] (In Journal of the American Medical Association, Aug. 10, 1963, p.57) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Aug63; KK192434.

Come alive, you're in the Pepsi generation. [Couple at track meet] (In Amusement business, Nov. 28, 1964, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Nov64; KK192833.

Come alive, you're in the Pepsi generation. [Couple at track meet] (In Mid-continent bottler, Sept. 1964, p.31) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Sep64; KK192299.

Come alive, you're in the Pepsi generation. [Couple in beach scene] (In The Reader's digest, July 1965, p.212) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Jun65; KK192300.

Come alive, you're in the Pepsi generation. [Debbie with Pepsi cup] (In Amusement business, Dec. 26, 1964, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Dec64; KK192294.

Come alive, you're in the Pepsi generation. [Girl & boy bowling] (In National bowlers journal and billiard revue, Oct. 1964, p.7) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: additions. © 10Oct64; KK193285.

Come alive, you're in the Pepsi generation! Debbie, Diet Pepsi cup. (In Motion picture exhibitor, Oct. 14, 1964, p.FE-11) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Oct64; KK192272.

Everybody wants more space, but nobody has this good a reason for getting it. (In Supermarket news, Oct. 5, 1964, p.6) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Oct64; KK192268.

Here's an idea, it'll sell more soft drinks. (In Nargus bulletin, Apr. 1964, p.35) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Apr64; KK192287.

Here's your salesman, here's your profit. (In National petroleum news, Sept. 1964, p.145) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Aug64; KK192264.



## PEPSI-COLA CO.-Con.

If we give you three reasons to give Pepsi another permanent display, will you do it? (In Nargus bulletin, May 1964, p.69) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5May64; KK192288.

The marina of the future sells Pepsi today! (In Marina merchandising, July-Aug. 1964, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Jul64; KK192265.

Now enjoy Pepsi-Cola either way, regular Pepsi or new Diet Pepsi. (In Journal of the National Medical Association, Nov. 1964) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Nov64; KK192432.

Now it's Pepsi for those who think young. [Couple in sail boat scene] (In Mid-continent bottler, Sept. 1963, p.33) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Sep63; KK192297.

Now it's Pepsi for those who think young. [Couple with cup of popcorn] (In Mid-continent bottler, Jan. 1963, p.33) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Jan63; KK192295.

Now it's Pepsi for those who think young. [Couple with hobbyhorse] (In Mid-continent bottler, Dec. 1963, p.61) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Dec63; KK192281.

Now it's Pepsi for those who think young. [Mother & daughter in beach scene] (In Mid-continent bottler, June 1963, p.11) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Jun63; KK192296.

Now it's Pepsi up front everywhere. [Couple broiling steak] (In Drive-in management, Nov. 1963, p.36) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Oct63; KK192278.

Now it's Pepsi up front everywhere. [Couple in beach scene] (In Food topics, July 1963, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Jun63; KK192292.

Now it's Pepsi up front everywhere. [Couple with picnic basket] (In drive-in management, May 1963, p.11) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Apr63; KK192282.

Now it's Pepsi, up front everywhere. Diving board. (In Amusement business, July 27, 1963, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Jul63; KK192435.

Now it's Pepsi up front everywhere. [Father & son cutting pumpkin] (In Drive-in management, Oct. 1963, p.38) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Sep63; KK192277.

Now it's Pepsi, up front everywhere. Hobbyhorse. (In Tourist court journal, Dec. 1963, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Nov63; KK192437.

Now it's Pepsi, up front everywhere. Mother & daughter. (In Implant food management, June 1963, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24May63; KK192438.

Now it's Pepsi, up front everywhere. Sailing. (In Tourist court journal, Sept. 1963, p.33) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Aug63; KK192436.

Out for lunch with the Pepsi generation. (In Mid-continent bottler, Jan. 1966, p.27) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © Pepsico, Inc.; 1Jan66; KK192290.

Push it, because this one doesn't need a push; Diet Pepsi. (In Supermarket news, Sept. 21, 1964, p.10) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Sep64; KK192269.

Pushbutton drive, custom built for the Pepsi generation. (In Ebony, Jan. 1966, p.27) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © Pepsico, Inc.; 16Dec65; KK192289.

Relax with Pepsi. [Doctor & nurse] (In The American journal of nursing, Oct. 1963, p.38) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Oct63; KK192293.

Relax with Pepsi. [Two doctors at lunch] (In The American journal of nursing, Aug. 1963, p.35) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Aug63; KK192284.

Sell both? Why not? You'll make more money. Fountain syrup; Coca-Cola. (In Chain store age, restaurant managers ed., May 1964, p.2) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 27Apr64; KK192286.

Summit meeting, Pepsi generation style. (In Progressive farmer, Jan. 1966, p.62) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © Pepsico, Inc.; 10Dec65; KK192291.

This is the way stores look today; Diet Pepsi. (In Service station management, Oct. 1964, p.19) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Oct64; KK192262.

Whatever your soft drink needs, only one leading company can fill them all with one stop service. (In Implant food management, Mar. 1964, p.28) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Feb64; KK192276.

Who just raised the price of their cola, not Pepsi. (In TV guide, vol.12, no.29, p.A-5) © Pepsi-Cola Co. a.a.d.o. Pepsi Co., Inc.: 18Jul64; KK193653.

You know there's profit in soft drinks, but you don't know how much until you sell Pepsi by the case. (In Marine merchandising, Mar.-Apr. 1964, p.2) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Mar64; KK192266.

Young America chooses the drink for those who think young. Campus. (In American school & university, Mar. 1964, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 27Feb64; KK192270.

Young America chooses the drink for those who think young. [Couple on campus] (In American school & university, Apr. 1964, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 27Mar64; KK192288.

Your customers think young, sell them ... Pepsi. Stadium. (In Parks & recreation, Sept. 1964, p.368) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: additions. © 14Sep64; KK193292.

Your customers think young, sell them the drink for those who think young. Amusement park. (In Amusement business, May 9, 1964, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 4May64; KK192271.

Your customers think young, sell them the drink for those who think young, Pepsi. (In Amusement business, Apr. 18, 1964, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Apr64; KK192285.

You've got something, we want it, here's what we will give you for it. (In Supermarket news, Feb. 17, 1964, p.8) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Feb64; KK192267.

## PERL PAD CO.

School-n-play pad, ideal for school rest period. On bag. © Perl Pillow Co. d.b.a. Perl Pad Co.; 1Dec65; KK193592.

## PERSONALIZED GIFT LINE.

The personalized boat name plate; item no.6521. Sheet. © Personalized Gift Line a.a.d.o. Elliot-Barry Co. a firm composed of Elliot G. Reingold & Barry Goralnik; 15Aug65; KK192503.

The personalized car name plate; item no.6520. Sheet. © Personalized Gift Line a.a.d.o. Elliot-Barry Co. a firm composed of Elliot G. Reingold & Barry Goralnik; 15Aug65; KK192504.

The special design name plate; item no.6522. Sheet. © Personalized Gift Line a.a.d.o. Elliot-Barry Co. a firm composed of Elliot G. Reingold & Barry Goralnik; 15Aug65; KK192502.

## PETER, STRONG &amp; CO., INC. ©

The Benzodent break-in treatment saves days of discomfort for your patients. (In Dental management, June 1, 1966, p.26) Appl. author: T. M. Seller. © 1Jun66; KK194963.

Comfort Gel denture cleaner; cont.: 1 cleaning. Appl. author: T. M. Seller. © 29Dec65; KK192498.

Laclede medicated lotion safeguards professional hands. (In Journal of American Dental Assistants Assn., Jan.-Feb. 1966, p.54) Appl. author: T. M. Seller. © 15Jan66; KK192526.

Peter, Strong products formulated to satisfy the most exacting requirements of the dental profession; Benzodent. On folding carton. Appl. author: T. M. Seller. © 15Jan66 (in notice: 1965); KK192499.

## PETIT, ALBERT C., II. ©

Boy's first Holy Communion necktie. Card. © 15Nov65; KK192843.

## PETROCELLI CLOTHES, INC. ©

A fortune in fashion, Roman coin suits; service form stock; Plaza. Ed. 16. Folder. Appl. author: Will Kaplan Advertising. © 15Feb66; KK192976.

Walnut Hill slacks; service from stock; Stevens. Ed. no.17. Folder. Appl. author: Will Kaplan Advertising, Inc. © 15Feb66; KK192977.

## PEYTON PACKING CO. ©

Traditions of the season, as happy a tradition as the Easter egg hunt. (In El Paso herald-post, city ed., Mar. 31, 1966, p.12-D) Appl. author: Thomas S. Duff. © 31Mar66; KK194048.

## PHOTOPRODUCTS CORP. POSTAL PHOTOLABS.

Valuable coupon, Kodak Photofile free. (Advertising envelope) Appl. author: Albert T. Stone. © Photoproducts Corp. (in notice: Postal Photolabs, div. of Photoproducts Corp.); 8Jun66; KK195119.

## PHOTOPRODUCTS CORP. POSTAL PHOTOLABS. See POSTAL PHOTOLABS.

## PICK-A-DATE-A SERVICE, INC. ©

The modern cupid, application for membership. [Folding envelope] Appl. author: Thomas DeAngelis. © 21Mar66; KK193591.

## PICTOCRAFT.

6" x 6" treasure tiles, \$2 ea. Sheet. © Pictocraft, solely owned by Jean Dittrick; 9May66; KK194941.

PIERCE (M. H.) & CO., INC. ©  
Perma-Tach shirts, M. H. Pierce's new  
clerical shirts. Sheet. © 11Mar66;  
KK193900.

PIERCE, S. S. ©  
Gifts from the House of Pierce,  
1965-66; H-1, holiday gift box.  
1 v. © 16Aug65; KK192624.

PIERCE PRE-COOKED FOODS, INC. ©  
Big and luscious chicken wings,  
Wing-Dings. Sheet. © 13Dec65;  
KK192054.

Big and luscious chicken wings, Wing-  
Dings and french fries. Sheet.  
© 4Jan65; KK192051.

Honey-Dipt fried chicken menu tabs  
and banners are available featuring  
this illustration. Card. © 1Mar65;  
KK192048.

Honey-Dipt fried chicken menu tabs  
and banners in full color. Sheet.  
© 1Mar65; KK192053.

Pierce-Chik brand fully cooked chicken  
parts, lightly breaded with Tru-  
Danish batter; 12 4-piece halves.  
On folding carton. © 1Mar65;  
KK192113.

Pierce-Chik fried chicken menu tabs  
and banners are available featuring  
this illustration. Card. © 1Mar65;  
KK192049.

Pierce-Chik fried chicken menu tabs  
and banners are in full color.  
Sheet. © 1Mar65; KK192052.

Serving suggestion, Pierce Wing-Dings.  
Card. © 4Apr65; KK192050.

PIGGLY WIGGLY CORP. ©  
Match 'n cash. Sheet. © 10Jun66;  
KK195078.

PLATT & MUNK CO., INC. ©  
ABC, 123 stencil kit; upper and  
lower case alphabets; 069:0150.  
On box. © 1Mar66; KK194637.

Deluxe Color Magic; 266:0200. On  
box. © 1Apr66; KK194522.

Deluxe giant United States map die-  
cut puzzles; people and places;  
150:0150. On box. © 1Mar66;  
KK194634.

Deluxe giant United States map die-  
cut puzzles; products and resources;  
151:0150. On box. © 1Mar66;  
KK194635.

It's fun to color; 68B:0100. On  
box. © 1Apr66; KK194521.

Learning is fun, a head start on the  
three R's; no.155:0150. [Box top]  
© 1Mar66; KK194552.

Party fun with Origami, a happy  
holiday party kit; contains 12  
greetings cards, 12 envelopes;  
181:0250. On box. © 1Mar66;  
KK194638.

Pretty pictures to color; 68A:0100.  
On box. © 1Apr66; KK194520.

Pop art round puzzles, 4; 143:0200.  
On box. © 1Mar66; KK194063.

Stencil fun; scissors, pencil,  
paper; 170:0150. On box.  
© 1Mar66; KK194636.

POFEE ELECTRONICS.  
Symphony sound recording tape, bande  
magnetique. On folding carton.  
© Pofee Electronics, solely owned  
by Elisabeth E. Feld; 15Dec65;  
KK192539.

POITRAS, J. ARTHUR. See POITRAS A-ROTA  
LABORATORIES.

POITRAS A-ROTA LABORATORIES.  
Positive calcaneal control with the  
revolutionary A-Rota device.  
Sheet. © J. Arthur Poitras d.b.a.  
Poitras A-Rota Laboratories;  
28Jan66; KK192701.

POLK MILLER PRODUCTS CORP. ©  
Sergeants Sentry collar for dogs;  
contents: 1 collar, 2/3 ounce net  
weight. On folding carton.  
© 5Apr65; KK192303.

POPE & TALBOT, INC. ©  
Customite Punchboard. Sheet.  
© 29Apr66; KK194370.  
Customite underlayment for smooth,  
long lasting floors. Folder.  
© 29Apr66; KK194371.  
Customite underlayment for the  
kind of floors you want. Folder.  
© 31May66; KK194830.  
Ruff-Cut plywood panels with sand  
saw texture. Folder. © 30Apr65;  
KK192818.

PORTA-TRACE. See GAGNE ASSOCIATES, INC.

POSTAL PHOTOLABS.  
Go first class with Postal. (Return  
envelope) Appl. author: Albert T.  
Stone. © Photoproducts Corp. (in  
notice: Postal Photolabs, div. of  
Photoproducts Corp.); 2Jun66;  
KK194921.  
Kodak photofile free. (Advertising  
envelope) Appl. author: Albert T.  
Stone. © Photoproducts Corp. (in  
notice: Postal Photolabs, div. of  
Photoproducts Corp.); 2Jun66;  
KK194922.

POSTAL PHOTOLABS, PHOTOPRODUCTS CORP.  
See PHOTOPRODUCTS CORP. POSTAL  
PHOTOLABS.

POULTRY GUILD, INC. ©  
Angel Steak, breast of chicken, bone-  
less. Sheet. © 4Nov65; KK192063.

Beach postviews and previews, 1875-  
1966; Honey-Dipt. Sheet.  
© 4Nov65; KK192064.

Caesar Steak, breast of chicken cut-  
let seasoned with buttered onions  
and parsley. Sheet. © 4Nov65;  
KK192066.

Chicken carry-out; pieces. Sheet.  
© 1Mar65; KK192060.

A continental taste treat, fried  
chicken supreme. Card. © 1Jul65;  
KK192061.

Honey-Dipt fried chicken, carry-out  
orders, too; fried chicken in  
basket. Sheet. © 1Mar65; KK192055.

Honey-Dipt fried chicken, carry-out  
orders, too; tender and crunchy.  
Sheet. © 1Mar65; KK192056.

Honey-Dipt fried chicken special,  
breast portion in each serving.  
Sheet. © 4Nov65; KK192057.

An invitation to good eating, Honey-  
Dipt fried chicken. Card.  
© 4Jan65; KK192062.

Now serving Honey-Dipt fried chicken.  
Folder. © 5Nov65; KK192059.

Now serving Tru-Danish fried chicken.  
Folder. © 4Nov65; KK192058.

Old time movie stars; this season our  
chef is starring Tru-Danish fried  
chicken. Sheet. © 11Nov65;  
KK192065.

POUPENEY, MOLLIE. ©  
Come join the parade. Folder.  
© 1May66; KK195039.  
Introducing Out-to-Lunch. Folder.  
© 15Dec65; KK195040.

POWELL, JAMES L. ©  
Why work overtime washing dishes;  
Froth. Sheet. © 4Jan66; KK191933.

PRAK-T-KAL CORP.  
World leader in vapo-dynamics intro-  
duces Steemy. Folder. © Prak-T-  
Kal Corp, subsidiary of Purepac  
Corp.; 17Nov65; KK193026.

PRESTO PRINTERS' PRODUCTS, INC. ©  
Presto-gram; more than 5 billion  
letterheads have been packed in  
Presto boxes. Folder. Appl. au-  
thor: Annette Summit. © 29Apr65;  
KK191971.

PROCTER & GAMBLE CO. ©  
Curtains for Charlie, please do re-  
veal the ending to your friends;  
Crest toothpaste. (In St. Paul  
Sunday pioneer press, Apr. 17, 1966,  
magazine section, p.22) Appl.  
author: Benton & Bowles, Inc.  
© 17Apr66; KK194144.

Funny looking ticket to Europe; win a  
Mediterranean cruise ... in  
Crest's big Scene from Cinderella  
puzzle game; Crest toothpaste.  
(In This week (The Hartford times)  
Feb. 27, 1966, p.5) Appl. author:  
Benton & Bowles, Inc. © 26Feb66;  
KK194799.

New mouthwash, once in the morning  
helps keep your breath fresh even  
in the afternoon; Scope. (In  
Indiana evening gazette, Nov. 10,  
1965, p.37) Appl. author: Benton  
& Bowles, Inc. © 10Nov65; KK195033.

Off with diapers, on with Pampers.  
(In Parents' magazine and better  
homemaking, Apr. 1966, p.75)  
Appl. author: Benton & Bowles, Inc.  
© 25Mar66; KK195035.

See that comb glide through? And her  
hair is sprayed, that's Hidden  
Magic. (In Redbook, Feb. 1965,  
p.R-1) © 21Jan65; KK192043.

PRODUCT ASSOCIATES. See PRODUCT  
RESEARCH ASSOCIATES. DEN FUN GROUP.

PRODUCT RESEARCH ASSOCIATES. DEN FUN  
GROUP.

Tiki-Dice, the new fun game from the  
South Pacific. On wrapper.  
© Product Research Associates, Den  
Fun Group (Product Associates is a  
partnership composed of Don C.  
Steele & Richard K. Steele);  
20Nov65; KK192830.

PROMOTIONAL SALES CO. ©  
Do not misplace this ad, it may be  
worth \$50.00; we're aiming to win  
hearts. (In Goldsboro news-argus,  
Mar. 3, 1966, p.20) © 3Mar66;  
KK194011.

PULP & PAPERBOARD DIVISION. RIEGEL  
PAPER CORP. See RIEGEL PAPER CORP.  
PULP & PAPERBOARD DIVISION.

PUREPAC CORP. PRAK-T-KAL CORP. See  
PRAK-T-KAL CORP.

PUREX CORP., LTD. ©  
Are service wives different; Sweet-  
heart soap. [Lower portion of  
female beside bathroom sink] (In  
Army times, Pacific ed., Oct. 20,  
1965, p.W10) Appl. author: Anderson-  
McConnell Advertising Agency.  
© 20Oct65; KK192228.

Are service wives different; Trend.  
[Lower portion of female beside  
kitchen sink] (In Army times,  
Western ed., Nov. 17, 1965, p.25)  
Appl. author: Anderson-McConnell  
Advertising Agency. © 17Nov65;  
KK192227.

Profit for you, value for your custom-  
ers; Gay Bouquet. (In Chain store  
age, Supermarket managers ed.,  
Aug. 1964, p.24) © 1Aug64; KK192875.

PYRO PLASTICS CORP. ©  
Pyro cutty sark clipper ship.  
On wrapper. © 1Dec65; KK194813.

'30 Packard boat-tail roadster;  
C343-79. On wrapper. © Pyro  
Plastics Corp.; 1Dec65; KK194328.

'31 Cadillac sport Phaeton; C344-79.  
On wrapper. © 1Dec65; KK194384.



## PYRO PLASTICS CORP.-Con.

- '32 Lincoln Phaeton KB dual cowl.  
On wrapper. (Table top classics,  
C340-79) © 1Dec65; KK194274.  
'32 Pierce Arrow sports phaeton;  
easy to assemble plastic model kit.  
On wrapper. (Table top classics,  
C339-79) © 1Dec65; KK192998.

## PYROTECTOR, INC. ©

Smoke switch, automatic smoke activated  
fire protection switch; listed by  
Underwriter's Laboratories, Inc.  
Sheet. (Technical data series,  
bulletin no. SS11/166) © 17Jan66;  
KK192397.

Thermal regulator, portable tempera-  
ture control system. Sheet.  
(Technical data series, bulletin  
no. TC10/0865) © 10Dec65; KK192398.

## Q

## Q. M. PRODUCTIONS, INC.

For works claimed by Q. M. Produc-  
tions, Inc. See TWENTIETH CEN-  
TURY FOX TELEVISION, INC.

QUALITY BAKERS OF AMERICA COOPERATIVE,  
INC. ©

- Cheddar charmers, Bit o' Bavaria,  
Poster. © 16Jun66; KK195127.  
Fresh twist Sunbeam, batter whipped,  
king thin, enriched bread. (In  
Americus times-recorder)  
© 28Mar66; KK194305.  
From sun ripened wheat comes nature's  
food energy for that Blue Ribbon  
action. (In The Evening Sun,  
Baltimore, May 5, 1966, p.B14)  
© 5May66; KK195068.  
From sun ripened wheat comes nature's  
food energy for that Blue Ribbon  
action; Schmidt's Blue Ribbon en-  
riched bread. (In The News Ameri-  
can) © 27Apr66; KK194611.  
Get real outdoor flavor with Sunbeam  
Ranch bread in the big king size.  
(In The Altoona mirror, Dec. 1,  
1965, p.26) Illus. signed: John  
Scott. © 1Dec65; KK192935.  
Maryland's finest bread wins QBA  
national competition for the second  
time; Schmidt's Blue Ribbon. (In  
The News American, Mar. 3, 1966,  
p.3C) © 3Mar66; KK195069.  
Now: all Stroehmann Sunbeam breads  
are in bags! (In The Altoona  
mirror, Mar. 23, 1966, p.87)  
© 23Mar66; KK194125.  
Now in this new showcase bag;  
Stroehmann Sunbeam ranch bread.  
(In The Evening news, Harrisburg,  
Pa., Dec. 8, 1965, p.46) © 8Dec65;  
KK194943.  
We've bagged it; Cote's Sunbeam  
batter whipped king. (In Manchester  
union leader, Apr. 18, 1966, p.7)  
© 18Apr66; KK194376.  
We've bagged it, Sunbeam batter  
whipped king. (In Manchester, N. H.,  
union leader, Apr. 6, 1966, p.8)  
© 6Apr66; KK194124.  
We've dressed up your favorite bread,  
Schmidt's white Blue Ribbon. (In  
The Loudoun times-mirror, May 12,  
1966, p.B-13) © 12May66; KK194606.

## QUALITY CHEKD DAIRY ASSN. ©

- Egg nog is just egg nog unless it's  
Colonial. (In The Albany herald,  
Dec. 21, 1965, p.9A) Appl. author:  
Allen, Anderson, Niefeld & Paley,  
Inc. © 21Dec65; KK192523.  
Skim milk is just skim milk unless  
it's Colonial. (In The Albany  
herald, Jan. 13, 1966, p.6A)  
Appl. author: Allen, Anderson,  
Niefeld & Paley, Inc. © 13Jan66  
(in notice: 1965); KK192525.

## R

## R. C. A. See RADIO CORP. OF AMERICA.

## RADCLIFFE ADVERTISING, INC. ©

- Food Fair's pot o' gold; every card  
a winner. Appl. author: Harry  
Radcliffe; © 15Dec65; KK194670.  
The Horton Company's secret repair  
sale. Card. Appl. author: Harry  
Radcliffe. © 15Dec65; KK194671.  
J. M. Fields and Pantry Pride discount  
foods present Magic Bingo. Folder.  
Appl. author: Harry Radcliffe.  
© 17Jan66 (in notice: 1965);  
KK192531.  
Lucky Lotto. Card. Appl. author:  
Harry Radcliffe. © 15Nov65;  
KK192532.  
Secret accessory sale. Card.  
Appl. author: Harry Radcliffe.  
© 15Dec65; KK194463.  
Werd's radio-autorama; win this Ford  
Galaxie free. Card. © 30Nov65;  
KK192223.

## RADIO CORP. OF AMERICA. ©

- Ad-Libby, introducing Libby Morris;  
LMP-3506. Record sleeve. © 31Jan66;  
KK192457.  
All-time great polkas Bill Gale and  
his orchestra; CAL-957. Record  
sleeve. © 25Apr66; KK193805.  
André Previn conducts Shostakovich:  
Symphony no.5, London Symphony  
Orchestra; LM-2866. Record sleeve.  
© 31Jan66; KK192465.  
Any news from Nashville; Homer &  
Jethro; LSP-3538. Record sleeve.  
© 25Apr66; KK193808.  
Around the block, around the world,  
and singalong around the world;  
told by Lawson Zerbe & Gil Mack,  
sung by Arthur Malvin and the Sing-  
along Chorus; CAS-1064. Record  
sleeve. © 28Feb66; KK192780.  
Artur Rubinstein, Liszt, Sonata in B  
minor; Schubert, Wanderer fantasy;  
LM-2871. Record sleeve. © 28Feb66;  
KK192911.  
A bag full of soul, folk, rock, and  
blues, Jose Feliciano; LPM-3503.  
Record sleeve. © 31Jan66; KK192461.  
Ballads of the Green Berets, SSgt  
Barry Sadler; LSP-3547. Record  
sleeve. © 31Jan66; KK192449.  
Baroque guitar; Julian Bream;  
LSC-2878. Record sleeve.  
© 28Mar66; KK193720.  
Batman theme ... composed and con-  
ducted by Neal Hefti; LSP-3573.  
Record sleeve. © 28Feb66;  
KK193119.  
Beethoven: Diabelli variations;  
John Browning; LSC-2877. Record  
sleeve. © 28Mar66; KK193721.  
Beethoven, Symphony no.2; Montoux;  
VIC-1170. Record sleeve. © 28Feb66;  
KK192913.  
The best of Bobby Bare; LSP-3479.  
Record sleeve. © 3Jan66; KK192146.  
The best of Esquivel; LSP-3502.  
Record sleeve. © 3Jan66; KK192134.  
The best of Hank Snow; LPM-3478.  
Record sleeve. © 3Jan66; KK192151.  
The best of Homer and Jethro;  
LSP-3474(e) Record sleeve.  
© 3Jan66; KK192145.  
The best of Jim Reeves, vol.II;  
LPM-3482. Record sleeve. © 3Jan66;  
KK192135.  
The best of the Three Suns;  
LSP-3447(e) Record sleeve.  
© 3Jan66; KK192153.  
Big boss man; Charlie Rich; LPM-3537.  
Record sleeve. © 28Mar66; KK193337.  
Birmingham jail and other country  
favorites; Slim Whitman; CAL-954.  
Record sleeve. © 28Mar66; KK193336.

- Brahms: The Liebeslieder waltzes,  
op.52 and op.65; The Robert Shaw  
Chorale; LM-2864. Record sleeve.  
© 28Feb66; KK193036.  
Broadway express, J. J. Johnson;  
LPM-3544. Record sleeve.  
© 25Apr66; KK193801.  
The brothers go to mother's, and  
others; group I, directed by George  
Wilkins; LPM-3524. Record sleeve.  
Illus. signed: Merle Shore.  
© 28Mar66; KK193339.  
The Budapest Children's Choir at  
Carnegie Hall; LSC-2861. Record  
sleeve. © 3Jan66; KK192155.  
Casually classic, Los Indios Taba-  
jaras; LPM-3505. Record sleeve.  
© 31Jan66; KK192460.  
Charles Ives symphony no.1; Morton  
Gould conducting the Chicago  
Symphony; LSC-2893. Illus. signed:  
Mozelle. Record sleeve. © 25Apr66;  
KK194285.  
Chet Atkins picks on the Beatles;  
LSP-3531. Record sleeve. © 28Feb66;  
KK192906.  
Choice, John Gary; LPM-3501. Record  
sleeve. © 31Jan66; KK192462.  
Chopin Sonatas; Piatigorsky, Firkusny;  
LM-2875. Record sleeve.  
© 28Mar66; KK193329.  
Cliff Barrows directs the Victor  
Voices in Billy Graham crusade  
favorites; LPM-3486. Record sleeve.  
© 28Mar66; KK193332.  
Coast country, a salute to West coast  
country music, George Hamilton IV;  
LMP-3510. Record sleeve.  
© 31Jan66; KK192451.  
Country favorites, Willie Nelson  
style; LPM-3528. Record sleeve.  
© 28Mar66; KK193719.  
The country gentleman; Hawkshaw Haw-  
kins; CAL-931. Record sleeve.  
© 3Jan66; KK192139.  
Country girls sing country songs,  
Norma Jean; CAS-959(e) Record  
sleeve. © 25Apr66; KK193806.  
Country hits parade, Eddy Arnold;  
LSP-3452. Record sleeve.  
© 31Jan66; KK192448.  
Direct hits, played by Charles Calello  
and Orchestra; LPM-3549. Record  
sleeve. © 31Jan66; KK192467.  
The Duke at Tanglewood; Duke Ellington;  
LM-2857. Record sleeve. © 3Jan66;  
KK192136.  
Emil Gilels; Shostakovich, Sonata No.2;  
LM-2868. Record sleeve. © 3Jan66;  
KK192161.  
Everybody gotta be someplace, Myron  
Cohen at the Royal Box; LPM-3534.  
Record sleeve. © 31Jan66; KK192453.  
The first international university  
choral festival; LM-7043. Record  
sleeve. © 28Mar66; KK193723.  
Frankie and Johnny; Elvis; LPM-3553.  
Record sleeve. © R. C. A.  
a.a.d.o. Radio Corp. of America;  
28Mar66; KK193330.  
Funny way to make an album; Don Bow-  
man; LSP-3495. Record sleeve.  
© 3Jan66; KK192138.  
Funny, you don't look it; Al Kelly;  
LPM-3433. Record sleeve.  
© 28Mar66; KK193331.  
George Beverly Shea sings fireside  
hymns; LSP-3522. Record sleeve.  
© 28Mar66; KK193324.  
The Grand Old Gospel; Porter Wagoner  
and the Blackwood Brothers Quartet;  
LSP-3488. Record sleeve. © 3Jan66;  
KK192144.  
Great honky tonk piano favorites,  
Frankie Carle; CAS-950(e) Record  
sleeve. © 31Jan66; KK192446.  
The Guarneri Quartet, Smetana, String  
quartet in E minor, Dvorak, String  
quartet in A-flat; LSC-2887. Re-  
cord sleeve. © 25Apr66; KK193864.  
The guitar stylings of Hank Snow;  
LPM-3548. Record sleeve.  
© 25Apr66; KK193810.



- The happy sound of the Statesmen Quartet; LPM-3494. Record sleeve. © 3Jan66; KK192140.
- Have a laugh on me, Archie Campbell; LPM-3504. Record sleeve. © 31Jan66; KK192450.
- He touched me and other beautiful songs; Living Strings; CAL-951. Record sleeve. © 28Mar66; KK-93328.
- Heifetz; Richard Strauss: Sonata (in E-flat) with Brooks Smith at the piano; LM-2860. Record sleeve. © 3Jan66; KK192156.
- Heifetz-Piatigorsky concerts with Leanard Pennario and guests; LM-2867. Record sleeve. © 31Jan66; KK192455.
- Henry Mancini presents the Academy Award songs; LPM-6013. Record sleeve. © 31Jan66; KK192445.
- Here's that rainy day, the Paul Horn Quintet with voices; LPM-3519. Record sleeve. © 28Feb66; KK193032.
- Holiday for strings; Boston Pops, Arthur Fiedler; LSC-2885. Record sleeve. © 28Feb66; KK192908.
- Hot jazz, pop jazz, hokum & hilarity; Jelly Roll Morton; LPV-524. Record sleeve. (Vintage series) © 3Jan66; KK192141.
- How big is God; the Blackwood Brothers Quartet; LSP-3521. Record sleeve. © 28Mar66; KK193325.
- I know where I'm going; Frankie Fanelli; LPM-3483. Record sleeve. © 3Jan66; KK192305.
- I remember you, Frankie Randall; LPM-3513. Record sleeve. © 25Apr66; KK193814.
- I want to go with you, Eddy Arnold; LPM-3507. Record sleeve. © 28Feb66; KK193031.
- In the mood; King Sisters; CAS-929(e). Record sleeve. © 3Jan66; KK192143.
- It's a man's world; Ed Ames; LSP-3460. Record sleeve. © 3Jan66; KK192152.
- Jack Teagarden; LPV-528. Record sleeve. (Vintage series) © 25Apr66; KK194283.
- Jeanette MacDonald and Nelson Eddy; LPV-526. Record sleeve. (Vintage series) © 28Feb66; KK192778.
- Jesse Belvin's best; CAL-960. Record sleeve. © 28Mar66; KK193340.
- The Johnson Family sings Shall we gather at the river; CAS-952(e). Record sleeve. © 28Mar66; KK193327.
- The Kate Smith anniversary album; LPM-3535. Record sleeve. © 25Apr66; KK193809.
- Kodály, Suite from Háry János, variations on a Hungarian folk song, The Peacock; Boston Symphony Orchestra; LSC-2859. Record sleeve. © 3Jan66; KK192160.
- The latin style of Frankie Carle; LSP-3518. Record sleeve. © 28Mar66; KK193333.
- Living Guitars, Ring dang doo and other au go go favorites; CAL-940. Record sleeve. © 31Jan66; KK192551.
- Living Voices, positively 4th Street and other message folk songs; CAL-947. Record sleeve. © 28Feb66; KK193030.
- The lonely things, Glenn Yarbrough; LPM-3539. Record sleeve. © 25Apr66; KK193807.
- The loner; Rod McKuen; LPM-3508. Record sleeve. © 28Mar66; KK193335.
- Lore of the West and favorite Western songs for growing boys and girls; Roy Rogers, Dale Evans; CAS-1074(e). Record sleeve. © 28Feb66; KK192907.
- Lorne Greene's American West; LSP-3409. Record sleeve. © 3Jan66; KK192154.
- Mack the knife and other Berlin theatre songs of Kurt Weill; the sextet of Orchestra U. S. A.; LSP-3498. Record sleeve. © 28Feb66; KK192772.
- The magic of Makeba, new and wider horizons of a very great singer; LPM-3512. Record sleeve. © 28Feb66; KK193037.
- Mary Martin in Hello, Dolly, the original London cast recording; LOCD-2007. Record sleeve. © 30Dec65; KK192463.
- Master of the big band; Don Redman; LPV-520. Record sleeve. (Vintage series) © 3Jan66; KK192131.
- Miss Smith goes to Nashville, Connie Smith; LPM-3520. Record sleeve. © 28Feb66; KK193035.
- Montserrat Caballé sings zarzuela arias, popular music of Spain with symphony orchestra; LSC-2894. Record sleeve. © 25Apr66; KK194286.
- More music from The man from U.N.C.L.E.; arranged & conducted by Hugo Montenegro; LSP-3574. Record sleeve. © 28Mar66; KK193726.
- Mozart, Concerto No.25 in C, K. 503; André Tchaikowsky, pianist ... Chicago Symphony; VIC-1167. Record sleeve. © 3Jan66; KK192158.
- Mozart String Quartets, Guarneri Quartet; LM-2888. Record sleeve. © 25Apr66; KK193803.
- Music we all love best, Living Strings; CAS-958. Record sleeve. © 25Apr66; KK193813.
- My wild Irish rose, Dennis Day; CAL-939. Record sleeve. © 31Jan66; KK192444.
- 1928, Gene Austin; LPV-523. Record sleeve. (Vintage series) © 25Apr66; KK193800.
- No other love, Perry Como; CAS-941(e). Record sleeve. © 31Jan66; KK192443.
- On the road, the Porter Wagoner show; LPM-3509. Record sleeve. © 28Feb66; KK193029.
- Only the big ones, Floyd Cramer; LPM-3533. Record sleeve. © 31Jan66; KK192459.
- Pee Wee plays pretty, Pee Wee Spite-lara; LSP-3511. Record sleeve. © 31Jan66; KK192458.
- The people's choice of great talent; CAS-946. Record sleeve. © 28Feb66; KK192773.
- Please don't hurt me, Norma Jean; LSP-3541. Record sleeve. © 25Apr66; KK193815.
- Pop goes baroque; the provocative strings of Zacharias; LSP-3597. Record sleeve. © 28Mar66; KK193727.
- The pops goes country, Chet Atkins; LM-2870. Record sleeve. © 25Apr66; KK193812.
- Popular classics; Morton Gould and his orchestra; VIC-1174. Record sleeve. © 28Feb66; KK192909.
- Presenting Montserrat Caballé; LM-2862. Record sleeve. © 3Jan66; KK192137.
- A program of poems by Edith Sitwell; John Gielgud, Irene Worth; VDM-106. Record sleeve. © 3Jan66; KK192132.
- Put your head on my shoulder; Si Zentner and his orchestra; LSP-3484. Record sleeve. © 3Jan66; KK192150.
- Salute to our fighting men in Vietnam; Paul Lavalle and the Band of America; LSP-3600. Record sleeve. © 28Mar66; KK193722.
- Schubert, Sonata in G, Op.78, Peter Serkin; LM-2874. Record sleeve. © 31Jan66; KK192454.
- Schumann, Piano concerto, Strauss, Burleske; Leonard Pennario, Seiji Ozawa; LSC-2873. Record sleeve. © 28Feb66; KK192910.
- The screen scene starring Peter Nero; LPM-3496. Record sleeve. © 3Jan66; KK192162.
- The second of May; Marilyn Maye; LSP-3546. Record sleeve. © 28Mar66; KK193338.
- The second time around; Henry Mancini; CAS-928. Record sleeve. © 3Jan66; KK192142.
- Sibelius; Symphony No.5, Karelia Suite; London Symphony Orchestra; VICS-1016. Record sleeve. © 3Jan66; KK192159.
- The silencers, composed and conducted by Elmer Bernstein; LSO-1120. Record sleeve. © 31Jan66; KK192464.
- The singing nun, Living Voices; CAS-974. Record sleeve. © 25Apr66; KK193804.
- Solid ground; the Rod Levitt orchestra; LSP-3448. Record sleeve. Illus. signed: Merle Shore. © 28Feb66; KK192776.
- Songs of the trail; the Norman Luboff Choir; LSP-3555. Record sleeve. © 25Apr66; KK194282.
- Songs to tickle your funny bone; Homer & Jethro; CAS-948(e). Record sleeve. © 28Feb66; KK192777.
- Sophia Loren in Judith; music from the score of the motion picture; music scored by Sol Kaplan; LOC-1119. Record sleeve. © 31Jan66; KK192456.
- The sounds of Jim Reeves; the Blue Boys; LPM-3529. Record sleeve. © 28Mar66; KK193323.
- The spy who came in from the cold; music composed and conducted by Sol Kaplan; LOC-1118. Record sleeve. © 3Jan66; KK192147.
- Stravinsky, Agon, Schuller, 7 studies on themes of Paul Klee; Boston Symphony Orchestra, Erich Leinsdorf; LSC-2879. Record sleeve. © 28Mar66; KK194179.
- Talk me some sense; Betty Eare; LSP-3515. Record sleeve. © 28Feb66; KK192775.
- A taste of honey and other favorites; Living Brass; CAS-949. Record sleeve. © 28Feb66; KK192774.
- The Tchaikovsky and Mendelssohn violin concertos; Erick Friedman, Seiji Ozawa; LM-2865. Record sleeve. © 28Feb66; KK192912.
- Tchaikovsky symphony no.2, Little Russian; Liado, eight Russian folk songs. Andre Previn conducts the London Symphony Orchestra; LSC-2884. Record sleeve. © 25Apr66; KK194284.
- The Ten Commandments, George Beverly Shea; CAS-975. Record sleeve. © 25Apr66; KK193811.
- That old feeling; Brock Benton; LPM-3514. Record sleeve. © 28Mar66; KK193334.
- They're playing our song; Al Hirt; LSP-3492. Record sleeve. © 3Jan66; KK192149.
- A time to keep: 1965, narration by Chet Huntley and David Brinkley; LOC-1122. Record sleeve. © 31Jan66; KK192466.
- A tribute to the musical soul of Hank Williams, played by Marty Gold and his orchestra; LPM-3516. Record sleeve. © 28Feb66; KK193038.
- Trombones, guitars and me; Tommy Leonetti; LSP-3543. Record sleeve. © 28Mar66; KK193724.
- Truman Capote reads scenes from In cold blood; VDM-110. Record sleeve. © 28Mar66; KK193322.
- 22 all-time organ favorites; Bob Ralston; CAL-917. Record sleeve. © 28Mar66; KK193725.
- Twilight time; Living Strings featuring Bob Ralston at the organ; CAL-930. Record sleeve. © 3Jan66; KK192133.
- The two worlds of Kurt Weill, Morton Gould and his Orchestra; LSC-2863. Record sleeve. © 31Jan66; KK192447.
- The unforgettable Sam Cooke; LPM-3517. Record sleeve. © 28Feb66; KK192914.
- Valentine stomp; Fats Waller; LPV-525. Record sleeve. (Vintage series) © 28Feb66; KK192779.



- RADIO CORP. OF AMERICA, -Con.**  
 Vivaldi, Gloria/Kyrie, Robert Shaw Chorale & Orchestra; LM-2883. Record sleeve. © 25Apr66; KK193802.  
 The voice of aloha; Ray Kinney and his Aloha Serenades; LSP-3446. Record sleeve. © 28Mar66; KK193326.  
 Walton, Facade; Lecocq, Mamzelle Angot; Royal Opera House Orchestra, Convent Garden; VIC-1168. Record sleeve. © 3Jan66; KK192157.  
 Waylon Jennings, Folk-country; LPM-3523. Record sleeve. © 28Feb66; KK193033.  
 Your old love letters and other country hits, Porter Wagoner; CAL-942. Record sleeve. © 31Jan66; KK192452.  
 You're gonna hear from me; Gary Marshall; LSP-3487. Record sleeve. © 3Jan66; KK192148.
- RAILSTON PURINA CO. ©**  
 The Checkerboard Squarecrow says breakfast is a square meal when you reach for Chex; Wheat Chex, (In Chicago tribune, June 19, 1966, comic section, p.5) Appl. author: Francis A. Boehm. © 19Jun66; KK194933.  
 Play & win with Chex cereals! \$125,000 checkerboard sweepstakes. (In Good housekeeping, June 1966, p.17-19) Appl. author: Francis A. Boehm. © 1Jun66; KK194401.  
 The smaller your store the more you need Chex; Chex-mates. (In The Review, May-June 1966, p.1) Appl. author: Rembert O. Brown. © 1May66; KK194857.  
 You win two ways in the checkerboard sweepstakes. (In Progressive grocer, May 1966, p.218-219) Appl. author: Francis A. Boehm. © 1May66; KK194403.
- RAMBUSCH DECORATING CO. ©**  
 Lighting; designing, engineering, research. 7 p. Appl. author: Edward V. A. Rambusch. © 26Aug65; KK191972.
- RAPALA, LAURI.**  
 Proven fishing methods. See NORDIC ENTERPRISES, INC.
- RAPID CIRCULAR PRESS, INC. ©**  
 All the fixin's for that Labor Day outing! [Couple climbing hill] Sheet. (Form B9-LD-60) © 11Aug65; KK193350.  
 Cool off with these August bargains. [Male diving] Sheet. (Form B8-Aug.55) © 11Aug65; KK193351.  
 Halloween treats. [Three costumed humans around pumpkin] Sheet. (Form B10-H-65) © 11Aug65; KK193352.  
 Our heart-test bargains for your valentine. [Port. of male & female enclosed in heart shape] Sheet. (Form B2-V-25) © 11Aug65; KK193349.
- RAPID MENTOR ASSOCIATES. ©**  
 Enjoy life, cheer others! Card. Appl. author: Robert L. Saloschin. © 5Mar66; KK193360.  
 Purchase like a pro, make the most of your income. Card. Appl. author: Robert L. Saloschin. © 5Mar66; KK193357.  
 61 clues and 51 variations to command interest and influence action! Card. Appl. author: Robert L. Saloschin. © 5Mar66; KK193358.  
 Stop forgetting, and stop worrying about forgetting. Card. Appl. author: Robert L. Saloschin. © 5Mar66; KK193359.
- RAYEX CORP. ©**  
 Sunglasses. Card. © 3Mar66; KK193967.
- REACH-O CO.**  
 Reach-O by Hugo; don't climb, reach with Reach-O. Card. © Hugo L. Bertolina d.b.a. Reach-O Co.; 24Feb66; KK194669.
- RECORD-ADS.**  
 Musical Record-ads, the record with your ad. Folder. Appl. author: Paul Allen Paige. © Record-Ads division of American International Enterprises, Inc.; 18Sep65; KK191945.
- RECORD CLUB OF AMERICA, INC. ©**  
 Go ahead and read the fine print; this is one record club without restrictions. (In Commonweal, Jan. 15, 1965, p.521) © 15Jan65; KK194085.
- RED HEART DIVISION, JOHN MORRELL & CO. See MORRELL (JOHN) & CO. RED HEART DIVISION.**
- RED SATIN DISTILLING CO. ©**  
 Meet Red Satin, whisky created simply to please a man. (In The Pittsburgh press, Nov. 15, 1965, p.28) © 15Nov65; KK194290.
- RED VEST, LTD. ©**  
 Bloody Mary mix; 1 pt. 9 fl. oz. Sticker. © 3Jan66; KK192537.
- REINGOLD, ELLIOT G. See PERSONALIZED GIFT LINE.**
- RELAX-N'-TRIM.**  
 Check your problem spots now and reduce. Folder. © Edwin G. Axel d.b.a. Relax-N'-Trim; 10Oct65; KK192487.
- REPUBLIC PEN CO. ©**  
 Looking for something new, looking for a new exciting gift; SC-40. Sheet. © 28Jan66; KK192682.
- REYNOLDS (R. J.) TOBACCO CO. ©**  
 Great news from Camel filters; great new pack, great new taste. (In Twin City sentinel, Winston-Salem, N.C., Apr. 18, 1966, p.28) © 17Apr66; KK194236.  
 I dropped everything for new Camel filters; cigarettes. (In The Standard-times, New Bedford, Mass., Nov. 1, 1965, p.24) © 31Oct65; KK192477.  
 Try something different for a change, turn to Salem for a taste that's springtime fresh. [Fishing scene] (In Life, Mar. 18, 1966, p.4 of cover) © 14Mar66; KK194009.  
 Winston tastes good like your cigarette should. [Man leaning against brick wall beside sign] (In Life, Apr. 1, 1966, p.61) © 28Mar66; KK194692.
- RHINELANDER DIVISION, ST. REGIS PAPER CO. See ST. REGIS PAPER CO. RHINELANDER DIVISION.**
- RICHARDS MANUFACTURING CO. ©**  
 Equipment for compression bone plating; no.880G drill guide. Sheet. Appl. author: John R. Treace. © 3Feb66; KK192672.  
 New from Richards, Teflon Lindeman-Silverstein arrow drain tube; no.2105. Sheet. © 8Feb66; KK192980.
- RICHARDS MANUFACTURING CO., INC. ©**  
 Equipment for compression bone plating. Sheet. Appl. author: Harry T. Treace. © 1Feb66; KK193679.
- RICHMAN (EDWIN L.) ENTERPRISES.**  
 Golden Buttolta pure butter oil; net wt. 15 oz. (Buttolta label containing anhydrous milk fat) Sticker. © Edwin L. Richman d.b.a. Edwin L. Richman Enterprises; 30Dec65; KK193205.
- RIEGEL PAPER CORP. ©**  
 [Breakfast place setting showing plate of sausage patties, toast & coffee] Card. (No.4001) © 26Jan66; KK192610.  
 Happy's ice cream, orange sherbet & vanilla ice cream; design no.2090. On folding carton. © Riegel Paper Corp.; 3Feb66; KK194870.  
 3 dozen eggs. On folding carton. (Amazon design no.407) © 1Mar66; KK193218.  
 Two Guys ice cream; vanilla, chocolate, strawberry; one half gallon liquid. On folding carton. (Design no.2095) © 15Mar66; KK194304.
- RIEGEL PAPER CORP. PULP & PAPERBOARD DIVISION.**  
 Elegance, from a new kind of plantation; Foldcote carton board. (Great blue heron, water tupelo) Illus. signed: Arthur Singer. (In Business week, Mar. 26, 1966, p.113) © Riegel Paper Corp. (in notice: Riegel Paper Corp., Pulp & Paperboard Div.); 26Mar66; KK194955.  
 Flair for attention, from Riegel pulps; Albacel softwoods. (Blue grosbeak, yellow poplar) Illus. signed: Arthur Singer. (In Paper trade journal, May 2, 1966, p.11) © Riegel Paper Corp. (in notice: Riegel Paper Corp., Pulp & Paperboard Div.); 2May66; KK194957.  
 Old oaks and new chemistry, at Riegel. (Scarlet tanager, water oak) Illus. signed: Arthur Singer. (In Business week, Feb. 19, 1966, p.52) © Riegel Paper Corp. (in notice: Riegel Paper Corp., Pulp & Paperboard Div.); 19Feb66; KK194956.
- RIEKES-CRISA CORP. ©**  
 My how crystal has changed. (In McCall's, Mar. 1966, p.193) © 17Feb66; KK193844.  
 My how crystal has changed; Rejata. (In House & garden, Mar. 1966, p.8) © 18Mar66; KK194945.
- RIGER, ROBERT.**  
 Will he race with the daring of Stein Eriksen. See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.
- RIO RANCHO ESTATES, INC. ©**  
 Your big land opportunity in the wonderful West, just a 5¢ stamp reserves a big 1/2 acre homesite. (In World-herald, Omaha, Feb. 6, 1966, p.24D) © 6Feb66; KK193008.
- RIVA DISTRIBUTING CO. ©**  
 Mai tai d'Hawaii, tropical fruit flavored mai tai mix; net contents 1 pint, 9.6 fl. ozs. Sticker. © 1Nov65; KK192222.
- RIVIERA GROVES & PACKING HOUSE, INC. ©**  
 Riviera Groves; sunshine & health, a gift from Florida; Indian River citrus; 1/2 bu. On folding carton. © 15Nov65; KK192320.
- ROCK WINE CO. ©**  
 Three cool characters have just hit town; Lime Rock, Orange Rock, Lemon Rock. (In The Amsterdam news, Oct. 23, 1965, p.14) © 23Oct65; KK191843.

**ROCKY MOUNTAIN DENTAL PRODUCTS CO.** ©  
After a quarter-century ... the most complete line of precision attachments. (In American journal of orthodontics, Aug. 1963, p.3 of cover) © 15Aug63; KK192215.  
Preformed anterior bands have the final fit features that count most. (In American journal of orthodontics, Dec. 1963, p.30 & p.3 of cover) © 15Dec63; KK192216.

**ROLLS-ROYCE, INC.** ©  
New Rolls-Royce Silver Shadow comes to America. (In The New York times, Apr. 10, 1966, sec. 12, p.32A) © 10Apr66; KK194131.  
Why did you make a new Rolls-Royce, the one you had was a classic. (In 1966 International automobile show official program, Apr. 9-17, 1966, p.96) © 9Apr66; KK194148.  
Why did you make a new Rolls-Royce, the one you had was a classic. (In Time, Apr. 8, 1966, p.NYR6-7) © 5Apr66; KK194149.

**ROMAN MEAL CO.** ©  
Centurion brand wheat homemade bread mix; net weight 2 lb. 3 oz.  
On wrapper. © 11Apr66; KK194349.

**ROSAN, INC.** ©  
Insert, threaded thin-wall with interval thread lock for temperatures to 450° C. Sheet. © 15Feb66; KK193121.

Solutions to fastening problems. Sheet. © 26Nov65; KK191973.  
Solutions to fastening problems. Sheet. © 20Dec65; KK192529.

**ROTHMAN (HARRY) INC.** ©  
A case of identical twins; hand tailored tropical suits. (In The New York times, Jan. 14, 1966, p.28) © 14Jun66; KK194914.

Is there a doctor in the house; Italian dupioni silk hand-tailored suits. (In The New York times, Apr. 26, 1966, p.32) © 26Apr66; KK194129.

Our reservoir is full; pure tropical worsted hand tailored suits. (In The New York times, May 10, 1966, p.30) © 10May66; KK194350.

Southbound, come on down; resort wear. (In The New York times, Feb. 15, 1966, p.20) © 15Feb66; KK192692.

30 minutes' is all it takes! (In The New York times, June 7, 1966, p.38) © 7Jun66; KK194841.

We break all the rules; Italian Dupioni silk hand-tailored suits. (In The New York times, May 24, 1966, p.38) © 24May66; KK194607.

Who needs sulphur and molasses? New casual elegance in black gabardine topcoats. (In The New York times, Apr. 12, 1966, p.24) © 12Apr66; KK193919

**ROVI PRODUCTS.** ©  
Rigidtrue-5C, expanding collets for internal chucking within .0005" T.I.R. Sheet. Appl. author: Eric M. Posen. © 13Jan66; KK192373.

**ROYAL CROWN COLA CO.** ©  
The girl, Ulla Neesse, her cola, Diet-Rite. (In Look, Mar. 8, 1966, p.3 of cover) Appl. author: D'Arcy Advertising Co. © 22Feb66; KK193207.  
Of the world's 4 leading colas, only Diet-Rite has real old-time cola taste. (In Look, Feb. 22, 1966, p.66-67) Appl. author: D'Arcy Advertising Co. © 8Feb66; KK193208.

You'll flip at the zzzip in RC. (In Progressive farmer, Feb. 1966, p.109) Appl. author: D'Arcy Advertising Co. © 10Jan66; KK193942.  
You'll flip at the zzzip in RC. [Male with tennis racket & bottle of cola] (In Reader's digest, Mar. 1966, p.1) Appl. author: D'Arcy Advertising Co. NM: additions. © 25Feb66; KK193574.  
You'll flip at the zzzip in RC cola! (In The Progressive farmer, Oct. 1965, p.70) Appl. author: D'Arcy Advertising Co. © 10Sep65; KK192603.

**ROYAL HAWAIIAN MACADAMIA NUT CO.**  
Macadamia nut brittle; net wt. 10 oz. or 238 grams. On can. © Royal Hawaiian Macadamia Nut Co., division of Castle & Cooke, Inc.; 10Nov65; KK191946.

**ROYAL STATIONERY CO.**  
Chatter box; 30 sheets, 20 decorated, 10 plain, 20 envelopes; no.529R125. On wrapper. © Royal a.a.d.o. Royal Stationery Co.; 7Jan66; KK192767.  
Crown jewels; no.527R200. Sheet. © Royal a.a.d.o. Royal Stationery Co.; 7Jan66; KK194909.

Tiffany rose; 30 decorated sheets, 20 decorated lined envelopes; no.551R159. On wrapper. © Royal a.a.d.o. Royal Stationery Co.; 23Dec64; KK192766.

Willow wisp; 30 decorated sheets, 20 decorated lined envelopes; no.549R159. Sheet. © Royal a.a.d.o. Royal Stationery Co.; 22Jul65; KK192765.

**ROY'S TOYS.**  
The latest in games, Olearyo, all ages, children or adults. Wrapper. © Roy's Toys, wholly owned by Roy L. Leary; 9Apr66; KK194869.

**ROZAY MARKUS, INC.** ©  
Pre-release offer, introducing a new concept in lightweight, heavy duty portable typewriters; Webster portable. Folder. Appl. author: Paul Rozay. © 1Feb63; KK192496.

**RUBBERMAID, INC.** ©  
Accent colors, retailers who merchandise fashion for the bath; vanity wastebasket. Sheet. © 2Mar66; KK193147.

Car mats; market tested displays to attract sales in any area; no.0850 master merchandiser. Sheet. Appl. author: Robert W. Loos, Sr. © 25Apr66; KK194321.

Covered container so handy in kitchen; no.B4-2872. Sticker. © 3Dec65; KK192207.

Dish drainer, a brand new promotion item; item A4-0471. Sheet. © 26Jan66; KK192665.

5 new traffic builders from Rubbermaid and three more beautifully restyled 5. Folder. © 13Dec65; KK192212.

5-turntable starter set. Folder. © 14Jun66; KK195064.

Ice cube bin stores the extra cubes; no.A5-2862. Sticker. © 1Dec65; KK192202.

July-August special Rubbermaid Safti-Grip bathtub mat. Sheet. © 3Mar66; KK193146.

Kushion-Tred, grease and oil proof, cushioned protection for walking and standing. Sheet. © 24Jan66 (in notice: 1965); KK192534.

Laundry baskets; dishpan. Sheet. © 1Dec65 (in notice: 1966); KK191864.

Look, Rubbermaid told me and sold me! Sheet. Appl. author: Robert W. Loos, Sr. © 24Feb66; KK193849.  
Mustang car mats, twin set for front and rear designed exclusively for Mustang. Sheet. © 3Mar66; KK193175.

New for 1966, Rubbermaid TKO. (TKO no.8893 assortment catalog page) Folder. © 13Dec65 (in notice: 1966); KK191866.

September-October special, 5-turntable starter set. Sheet. © 14Jun66; KK195065.

Slide-out 9" drawer organizes usable space; no.FO-2308. Sticker. © 3Dec65; KK192203.

Slide-out 12" drawer; FO-2309. Sticker. © 3Dec65; KK192210.

Slide-out 14" drawer; no.FO-2310. Sticker. © 3Dec65; KK192209.

Slide-out 16" drawer; no.FO-2311. Sticker. © 3Dec65; KK192208.

Slide-out vegetable drawer; no.FO-2312. Sticker. © 3Dec65; KK192204.

Special spring, Rubbermaid Shelf-Kusion. Sheet. © 1Dec65 (in notice: 1966); KK191863.

Spring special car mats, nationally advertised in Reader's Digest. Folder. Appl. author: Robert W. Loos, Sr. © 3Mar66; KK193117.

Storage turntable; no.FO-2302. Sticker. © 3Dec65; KK192211.

3 Rubbermaid display fixtures to make your store headquarters for total kitchen organization. (TKO storage displays catalog page) © 13Dec65

Twin turntable organizes your cabinets spins contents right to you; no.(j) B1-2937. On folding carton. © 10Jun66; KK195005.

Wastebasket; king-sized; no.A9-2846. Sticker. © 3Dec65; KK192206.

Wastebasket, unbreakable; no.A9-2845. Sticker. © 3Dec65; KK192205.

What mat line offers you the best chance for profitable volume? Sheet. Appl. author: Robert W. Loos, Sr. © 28Feb66; KK193848.

Will my car run better with car mats? (In Sports illustrated, Mar. 7, 1966, p.38) Appl. author: Robert W. Loos. © 7Mar66; KK194072.

**RUBIN, MARK.** ©  
Alley cat. Card. © 14Jan66; KK192307.

**RUBINSTEIN (HELENA) INC.** ©  
All she wants is a little Emotion. (In Mademoiselle, Feb. 1966, p.116) © 1Feb66; KK194315.

Don't let acne blemishes get you down, here's fast help, Helena Rubinstein Bio-Clear medicated cream. (In Redbook, Mar. 1966, p.2) © 21Feb66; KK194314.

Fashion flips over Tulips by Helena Rubinstein; new colors for lips and fingertips. (In Redbook, Apr. 1966, p.2 of cover) © 21Mar66; KK194320.

Foolproof, smudgeproof, waterproof, shockproof, eye make-up for Designing Eyes by Helena Rubinstein. (In McCall's, Feb. 1966, p.3 of cover) © 20Jan66; KK194316.

Give dry skin its dew with day and night moisture; Skin Dew. (In Ladies' home journal, Feb. 1966, p.2) © 25Jan66; KK194345.

Helena Rubinstein proudly presents the new scientific advance in temporary line-smoothers, Beautilift. (In Ladies' home journal, Apr. 1966, p.12) © 22Mar66; KK194878.

If you want to look beautifully natural, not just plain natural, slip into Silk Fashion by Helena Rubinstein, the first sheer make-up. (In Glamour, Feb. 1966, p.148) © 20Jan66; KK194691.





SCHENLEY DISTILLERS CO. ©  
If they're out of imported O.F.C.,  
I'm going on the wagon. (In The  
New Yorker, Jan. 15, 1966, p.4 of  
cover) © 15Jan66 (in notice: 1965);  
KK195028.

Imported O.F.C., the one fine gift  
with the great Canadian taste.  
(In Evening herald, Rock Hill,  
S. C., Nov. 20, 1965, p.5)  
© 20Nov65; KK194429.

It's a long time between holidays,  
so do the most with the brands that  
do the most for you; Ancient Age  
Kentucky bourbon. (In Liquor store,  
Nov. 1965, p.21-24) © 1Nov65;  
KK192169.

Schenley adds friends when you serve.  
(In Berkshire eagle, Pittsfield,  
Mass., Sept. 22, 1965, p.14)  
© 22Sep65; KK192081.

Take along the take-along size of  
Schenley! (In Detroit chronicle,  
Dec. 25, 1965, p.17) © 25Dec65;  
KK194865.

Take the gamble out of holiday sales,  
sell the Schenley Starlight decanter.  
(In Florida restaurant & beverage  
guide, Nov. 1965, p.2 of cover)  
© 1Nov65; KK192170.

What's behind the name Champion; a  
perfectly mellowed 8-year-old  
bourbon! (In Amarillo globe-times,  
Oct. 13, 1965, p.29) © 13Oct65;  
KK194526.

SCHENLEY IMPORTS CO. ©  
Dewar's the scotch in fashion with  
men in fashion. [Endorsed by  
Arnold M. Raphael] (In Gentlemen's  
quarterly, Nov. 1965, p.4 of cover)  
© 1Nov65; KK193626.

Dewar's the scotch in fashion with men  
in fashion. [Endorsed by William  
McMenemy] (In Gentlemen's quarter-  
ly, winter 1965-66, p.18)  
© 22Nov65; KK194866.

Dubonnet commercials are reaching over  
5,000,000 people; Dubonnet red and  
Dubonnet blonde is on the air.  
(In Beverage retailers weekly,  
Oct. 18, 1965, p.9) © 18Oct65;  
KK191847.

Give MacNaughton to everyone that  
counts, including yourself. (In  
The Cincinnati enquirer, Nov. 22,  
1965, p.3) © 22Nov65; KK193556.

Give MacNaughton to everyone that  
counts including yourself; imported  
MacNaughton Canadian whisky. (In  
Times-democrat, Nov. 23, 1965,  
p.3) © 23Nov65; KK194525.

Nassau Royale, exotic liqueur from  
the Bahamas, taste sensation of the  
century. Folder. © 6Dec65;  
KK193478.

Schenley Imports has a gift wrap for  
everybody; Dewar's White Label.  
(In Liquor store, Oct. 1965, p.4 of  
cover) © 1Oct65; KK193986.

2000 years old; at last the epitome  
of European elegance, Cherristock.  
Folder. © 6Dec65; KK193476.

Welcome gift scotch the world over;  
Dewar's White Label. (In Beverage  
media, Oct. 1965, p.4 of cover)  
© 1Oct65; KK193474.

Welcome gift Scotch the world over,  
Dewar's White Label. (In The Star  
ledger, Newark, N. J., Nov. 23,  
1965, p.6) © 23Nov65; KK193342.

Welcome gift Scotch the world over;  
Dewar's White Label Scotch whisky.  
(In The Central New York guider,  
Dec. 4-17, 1965, p.4 of cover)  
© 4Dec65; KK194428.

SCHLITZ (JOSEPH) BREWING CO. ©  
Come on bold; the premium malt  
liquor. Poster. © 2Jan66;  
KK192130.

Schlitz draught beer now comes in  
quart bottles. (In Oakland tribune,  
Jan. 11, 1966, p.52) © 11Jan66;  
KK194119.

Schlitz draught now in quart bottles.  
Poster. © 15Jan66; KK192608.

Take a pop top holiday, get the  
Schlitz, forget the opener. (In  
Life, July 24, 1964, p.68 R5)  
© 24Jul64; KK192406.

When you're out of Schlitz, you're  
out of beer. (In Life, Mar. 18,  
1966, p.66-67) © 18Mar66;  
KK194121.

\*SCHULTZ, CHARLES M.  
A Charlie Brown Christmas. See  
UNITED FEATURE SYNDICATE, INC.

SCOTT (ALAN) INDUSTRIES. ©  
New, a versatile time saving light  
wire bracket. Sheet. Appl. au-  
thor: Lewis B. Udis. © 28Jan66;  
KK193346.

New die formed edgewise brackets.  
Folder. Appl. author: Lewis B.  
Udis. © 27Jun66; KK195125.

New improved tie button and combina-  
tion seating lug; new, a versatile  
time saving light wire bracket.  
Folder. Appl. author: Lewis B.  
Udis. © 7Apr66; KK194089.

SCOTT, G. GILBERT. ©  
Arithmetic tool using marbles.  
Sheet. © 11Oct65; KK192955.

SCOTT, JOHN.  
Get real outdoor flavor with Sunbeam  
Ranch bread in the big king size.  
See QUALITY BAKERS OF AMERICA  
COOPERATIVE, INC.

SCOTT ENTERPRISES, INC. ©  
Adams Eve, eau de cologne. Sheet.  
© 1Dec65; KK192483.

SCOTTISH IMPORTS CO. ©  
You never paid so little for so  
fine a scotch; Scottish Majesty.  
(In Daily news, New York, Nov. 8,  
1965, p.59) © 8Nov65; KK193623.

SEA BREEZE LABORATORIES, INC. ©  
Helps where it hurts; Sea Breeze  
Antiseptic. (In Good housekeeping,  
June 1966, p.32) © 20May66;  
KK194962.

Sea Breeze helps where it hurts.  
(In Good housekeeping, Nov. 1965,  
p.164) © 20Oct65; KK192044.

SEALY, INC. ©  
Advice to single girls on furnishing  
a double bedroom; Posturepedic.  
(In Modern bride, Oct.-Nov. 1965,  
p.49) Appl. author: Earle Ludgin  
& Co. © 27Sep65; KK193930.

Even the softest people enjoy the  
firmness of a Sealy Posturepedic.  
(In Reader's digest, Apr. 1966,  
p.50) Appl. author: Earle Ludgin  
& Co. © 25Mar66; KK194133.

If your half of the mattress isn't  
half enough stretch out in luxury on  
a Sealy super size. (In Life,  
Mar. 11, 1966, p.13) Appl. author:  
Earle Ludgin & Co. © 7Mar66;  
KK194135.

Sealy smörgasbed, choose a Sealy  
matchmaker set, get any of these  
headboards at no extra cost. (In  
Life, Feb. 18, 1966, p.18) Appl.  
author: Earle Ludgin & Co. © 14Feb66  
KK193055.

Sealy smörgasbed, you're the decorator,  
choose a Sealy matchmaker set, get  
any of these headboards at no extra  
cost! (In Life, Feb. 18, 1966,  
p.18) Appl. author: Earle Ludgin &  
Co. © 14Feb66; KK193056.

Youngsters grow at night, too, reason  
enough for him to sleep on a Sealy  
Posturepedic. [Head of small boy  
on pillow, asleep] (In Good house-  
keeping, Feb. 1966, p.199) Appl.  
author: Earle Ludgin & Co. © 20Jun66;  
KK193057.

Wake up, sleepyhead, now's no time to  
sleep ... featuring the elegant new  
quilt supreme. (In Life, Jan. 7,  
1966, p.54B-54C) Appl. author:  
Earle Ludgin & Co. © 3Jan66;  
KK192849.

Why do so many vigorous active people  
buy Sealy Posturepedic mattresses?  
(In Life, Sept. 17, 1965, p.21)  
Appl. author: Earle Ludgin & Co.  
© 13Sep66 (in notice: 1965);  
KK194207.

SECURITY FIRST NATIONAL BANK, LOS  
ANGELES.

Christine Cracknell has never worked  
a day in her life. (In Sunset,  
Jan. 1966, p.87) Appl. author:  
Young & Rubicam, Inc. © Security  
First National Bank; 25Dec65 (in  
notice: 1966); KK192337.

What do you do when your wife buys a  
real bargain? (In Life, Jan. 14,  
1966, p.1) Appl. author: Young &  
Rubicam, Inc. © 10Jan66; KK192749.

SEEGER, HAL. ©  
Now Batfink is coming, and so is  
Batnik! (In Variety, Mar. 2, 1966,  
p.29) © 2Mar66; KK193709.

SEEMAN (JAMES) STUDIOS, INC. ©  
MV-301-GD, price group F. (Marmo  
venato) Sheet. © 15Mar66;  
KK193546.

OB1-550-BL, price group J. Sheet.  
© 15Mar66; KK193541.

Pat-558-PK, price group J. (Patina)  
Sheet. © 15Mar66; KK193547.

RE-301-GD, price group H. (Regency)  
Sheet. © 15Mar66; KK193544.

SM-99-RD, price group G. (San Marino)  
Sheet. © 15Mar66; KK193543.

TEM-500-WH, price group G. (Tempo)  
Sheet. © 15Mar66; KK193545.

VEL-550-WH, price group H. (Velado)  
Sheet. © 15Mar66; KK193542.

SELBY, HOWARD WILLIAMS, III. ©  
Music of Northern Morocco, volume 1.  
Record sleeve. © 10Nov65; KK192214.

SELCHOW & RIGHTER CO. ©  
Freddy the fireman, a three dimension-  
al rescue game; no.56. On wrapper.  
© 28Feb66; KK194948.

Kommissar, the people's game; no.60.  
On wrapper. © 28Feb66; KK194946.

What shall I be, the exciting game  
of career girls; no.33. On wrapper.  
© 28Feb66; KK194947.

SENIOR PICO.  
Amigos, try my Senior Pico daiquiri.  
Folder. © Victor J. Bergeron  
d.b.a. Senior Pico; 11Mar66;  
KK193221.

Tequila, a distillation of the  
mezcal plant, imported from Mexico;  
86 proof. Sticker. © Victor J.  
Bergeron d.b.a. Senior Pico;  
20Jan66; KK193215.

SENIOR PICO'S.  
Kafe-la-te; net weight one ounce.  
On bag. © Victor J. Bergeron  
d.b.a. Senior Pico's & Senior Pico;  
18Apr66; KK194024.

\*SCHULTZ



- SEPTIC MAGIC CO. ©.  
Compost magic; net weight 10 oz.  
On folding carton. Appl. author:  
Edwin R. Patterson. © 15Mar66;  
KK193065.
- SERTA ASSOCIATES, INC. ©  
From the makers ... everything's  
big but the prices; Serta-posture  
supreme. (In Life, Jan. 21, 1966,  
p.68-69) Appl. author: Edward H.  
Weiss & Co. © 17Jan66; KK192594.  
In the dark they are not all the same;  
Serta Perfect Sleeper mattress &  
box spring. (In McCall's, Apr.  
1966, p.32-33) Appl. author: Edward  
H. Weiss & Co. © 20Mar66;  
KK194112.
- SEVEN-UP CO. ©  
Choose your picnic partners, it's  
open season for 7-Up and outdoor  
eating. (In Look, June 14, 1966,  
p.50-51) Appl. author: J. Walter  
Thompson Co. © 31May66; KK195081.  
Dig those hidden accounts. Sheet.  
(Chuckles from the route)  
© 2May66; KK194307.  
Go ahead with picnic partners.  
Sheet. (Chuckles from the route)  
© 1Jun66; KK194842.  
It's a blast, February sales; 7-Up  
with festive snacks. Sheet.  
(Chuckles from the route) © 1Feb66;  
KK192812.  
Many happy no returns; Like. (In  
Chicago tribune, June 9, 1966,  
section 2, p.9) Appl. author:  
J. Walter Thompson Co. © 9Jun66;  
KK195082.  
Mix 'em, match 'em festive snacks with  
Seven-Up. (In Look, Mar. 8, 1966,  
p.41) Appl. author: J. Walter  
Thompson Co. © 22Feb66; KK193211.  
The more 7-Up the merrier. (In Look,  
Dec. 14, 1965, p.84-85) Appl. au-  
thor: J. Walter Thompson Co.  
© 30Nov65; KK191862.  
New theme, new magazine ads ... wet,  
wild, and then some. Sheet.  
(Chuckles from the route)  
© 3Jan66; KK192617.  
Sell the benefits of 7-Up. Sheet.  
(Chuckles from the route)  
© 4Apr66; KK193926.  
7-Up is the man's mixer. (In The Elks  
magazine, Feb. 1966, p.2 of cover)  
Appl. author: J. Walter Thompson Co.  
© 25Jan66; KK192939.  
7-Up, the man's mixer; plunk down and  
shoot the breeze with a couple of  
good friends, 7-Up and Seagram's  
7 Crown. (In The American Legion  
magazine, Apr. 1966, p.2 of cover)  
Appl. author: J. Walter Thompson  
Co. © 1Apr66; KK194018.  
7-Up, the man's mixer; while you  
total your card. (In Field &  
stream, June 1966, p.34) Appl.  
author: J. Walter Thompson Co.  
© 24May66; KK194900.  
7-Up your holiday party. (In Ebony,  
Dec. 1965, p.147) Appl. author:  
J. Walter Thompson Co. © 20Nov65;  
KK191861.  
Stay as slim as you Like. (In  
Arizona days and ways magazine  
(Arizona Republic) April 17, 1966,  
p.35) Appl. author: J. Walter  
Thompson Co. © 17Apr66; KK194795.  
Stay as slim as you Like. (In Arizona  
days and ways magazine (The Arizona  
republic, Phoenix) Mar. 20, 1966,  
p.21) Appl. author: J. Walter  
Thompson Co. © 20Mar66; KK194017.  
Stay as slim as you Like: diet drink  
by 7-Up. (In Chicago tribune,  
May 8, 1966, Sunday magazine sec-  
tion, p.37) Appl. author:  
J. Walter Thompson Co. © 8May66;  
KK194546.  
Stay as slim as you like; Like.  
(In The Vernal express, Jan. 27,  
1966, p.3) Appl. author: J. Walter  
Thompson Co. © 27Jan66; KK192959.  
Stay as slim as you like; Like.  
[Female standing on edge of beach]  
(In Los Angeles times home magazine,  
Jan. 30, 1966, p.25) Appl. author:  
J. Walter Thompson Co. © 30Jan66;  
KK192940.  
Stay as slim as you Like, you can  
count the calories in Like. (In  
Oklahoma's orbit, Feb. 27, 1966,  
p.11) Appl. author: J. Walter  
Thompson Co. © 27Feb66; KK193214.  
2 bottles free; Like. (In Miami  
herald, Feb. 15, 1966, p.15-A)  
Appl. author: J. Walter Thompson  
Co. © 15Feb66; KK193097.  
Wet & wild. [Waterfall, glass, lemon  
& lime on rock] (In Look, Mar. 22,  
1966, p.58) Appl. author: J. Walter  
Thompson Co. © 8Mar66; KK193379.  
Wet & wild. What is 7-Up? (In Look,  
May 17, 1966, p.49) Appl. author:  
J. Walter Thompson Co. © 3May66;  
KK194794.  
Wet & wild, break clean to 7-Up.  
(In Look, Apr. 5, 1966, p.53)  
Appl. author: J. Walter Thompson  
Co. © 22Mar66; KK193878.  
Wet & wild, clear, clean, fresh,  
bright; 7-Up. (In Look, May 3,  
1966, p.4) Appl. author: J. Walter  
Thompson Co. © 19Apr66; KK194553.  
Wet & wild, go ahead, lace into a  
7-Up. Full glass. (In Look,  
Feb. 8, 1966, p.61) Appl. author:  
J. Walter Thompson Co. © 25Jan66;  
KK193213.  
Wet & wild, icy, bracing, crisp;  
7-Up. Bottle in ice. (In Look,  
Feb. 22, 1966, p.43) Appl. author:  
J. Walter Thompson Co. © 8Feb66;  
KK193212.  
Wet & wild, this is the taste that  
cuts through; 7-up. (In Look,  
Jan. 11, 1966, p.3 of cover) Appl.  
author: J. Walter Thompson Co.  
© 28Dec65; KK192379.  
What is Seven-Up? Sheet. (Chuckles  
from the route) © 1Mar66;  
KK193348.  
When the cows come home in Quito.  
(In The American soft drink journal,  
June 1966, p.51) Appl. author:  
J. Walter Thompson Co. © 1Jun66;  
KK195079.
- SEXTON (JOHN) & CO. ©  
Down with menu monotony, up with menu  
showmanship, get with Sexton  
specialty foods. (In Journal of the  
American Dietetic Assn., June 1966,  
p.472) Appl. author: Ben S. Laitin.  
© 25May66; KK194897.  
New from Sexton, Kettle-Rich spaghetti  
with meat sauce. (In Journal of the  
American Dietetic Assn., May  
1966, p.380) Appl. author: Ben S.  
Laitin. © 28Apr66; KK194216.  
Superior cleaning chemicals for  
every need, formulated and manu-  
factured by Sexton; Invinso.  
(In Journal of American Dietetic  
Association, Apr. 1966, p.280)  
Appl. author: John P. Walker.  
© 28Mar66; KK193663.  
Why Sexton Quality salad dressing  
goes farther, tastes better, too.  
(In Journal of the American Dietetic  
Assn., July 1966, p.14) Appl. au-  
thor: Ben S. Laitin. © 27Jun66;  
KK195126.
- SHEAFFER (W. A.) PEN CO. ©  
Give your corporate image a status  
symbol. (In The Wall Street  
journal, May 18, 1966, p.6) Appl.  
author: Gardner Advertising Co.,  
Inc. © 18May66; KK194817.  
How to keep your name before your  
customer every hour of every busi-  
ness day. (In The Wall Street  
journal, Apr. 20, 1966, p.7) Appl.  
author: Gardner advertising Co.,  
Inc. © 20Apr66; KK194867.  
The name on the clip speaks volumes  
for the name on the barrel.  
(In The Wall Street journal,  
Mar. 30, 1966, p.3) Appl. author:  
Gardner Advertising Co., Inc.  
© 30Mar66; KK193960.  
Out front and strong on premium and  
incentive pulling power, a desk set  
or ballpoint by Sheaffer. (In  
Premium merchandising, July 1965,  
p.4 of cover) Appl. author:  
Gardner Advertising Co., Inc.  
© 1Jul65; KK191936.  
Presenting the \$5 pen of the year;  
Stylist 404 pen. (In Business  
products, Mar. 1966, p.2 of cover)  
Appl. author: Gardner Advertising  
Co., Inc. © 1Mar66; KK193468.  
Pretend you're a desk set. (In  
The Wall Street journal, Jan. 19,  
1966, p.4) Appl. author: Gardner  
Advertising Co., Inc. © 19Jan66  
(in notice: 1965); KK192694.  
Save 49¢ on each of these Sheaffer  
dollar specials; Sheaffer cartridge  
pen. (In Senior scholastic, May 20,  
1966, p.1) Appl. author: Gardner  
Advertising Co., Inc. © 20May66;  
KK194828.  
Style is mass market premium news;  
Stylist 400 ballpoint. (In Incentive,  
May 1966, p.4 of cover)  
Appl. author: Gardner Advertising  
Co., Inc. © 1May66; KK194815.  
Style is performance; Stylist  
Sheaffer ballpoint. (In Life,  
May 6, 1966, p.112) Appl. author:  
Gardner Advertising Co., Inc.  
© 6May66; KK194621.  
Style is performance, sales, profits;  
Stylist 404 ballpoint. (In  
National jeweler, Feb. 1966,  
p.28) Appl. author: Gardner  
Advertising Co., Inc. © 1Feb66;  
KK192974.  
Style is slimmest; Stylist Sheaffer  
ballpoint. (In Ebony, May 1966,  
p.91) Appl. author: Gardner  
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KK194820.  
Style is taste; Stylist Sheaffer  
ballpoint. (In Life, Apr. 22, 1966,  
p.46) Appl. author: Gardner Ad-  
vertising Co., Inc. © 22Apr66;  
KK194353.  
Style is togetherness; Stylist  
Sheaffer gift sets. (In Life,  
May 27, 1966, p.19) Appl. author:  
Gardner Advertising Co., Inc.  
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Tell them who you are, a thousand  
times and more. (In The Aircondi-  
tioning & refrigeration business,  
April 1966, p.119) Appl. author:  
Gardner Advertising Co. © 1Apr66;  
KK194983.  
Your company is known by the company  
it keeps. (In Premium merchandising,  
Apr. 1966, p.27) Appl. author:  
Gardner Advertising Co., Inc.  
© 1Apr66; KK194623.
- SHELBY CORP. ©  
Before another night is out ... home  
security kit. Card. © 8Dec65;  
KK192844.
- SHELCO, INC. ©  
You could clean your oven in a party  
gown; Jifoam oven cleaner. (In  
The Times herald, Norristown,  
Feb. 2, 1966, p.21) © 2Feb66;  
KK193226.
- SHERK, STUART N. See SKI CANT CO.
- SHERY RAND CORP. ©  
Now you'll never know if she loves you  
for yourself alone; Lady Remington  
shaver. (In Life, Dec. 17, 1965,  
p.8) Appl. author: Young & Rubicam,  
Inc. © 13Dec65; KK193022.

## SHERWIN-WILLIAMS CO. ©

Antique the easy way with Sherwin-Williams Classic Color Glaze. Folder. © 10Jun66; KK194975.

Beauty Last exterior stain, for exterior wood surfaces. Folder. © 20May66; KK194702.

Colors in professional coatings, multi-color for wall and product decoration; pink glow. Folder. © 31Dec65; KK193115.

How to finish fine furniture and woodwork. 28 p. © 9Nov65; KK193190.

Rhapsody in hues, saluting Sherwin-Williams' 100th anniversary. Record sleeve. © 17Jan66 (in notice: 1965); KK192392.

Super Kem-Tone and Kem-Glo colors. Folder. © 7Jun66; KK194976.

## SHOPPER'S DIVIDEND.

Win up to \$1,500.00 in cash by playing Cash Bingo. (In The Wenatchee daily world, Mar. 9, 1966, p.13) © Zitting Stores, Inc. d.b.a. Shopper's Dividend; 9Mar66; KK193995.

## SHORE, MERLE.

The brothers go to mother's, and others. See RADIO CORP. OF AMERICA.

Solid ground. See RADIO CORP. OF AMERICA.

## SHORELL PRODUCTS, INC. ©

Life begins at 40; Irma Shorell's Formula M, the cosmetic ... to improve the appearance of mature skin of face and neck. (In Vogue, Feb. 1, 1966, p.102) Appl. author: H. Allen Lightman. © 1Feb66; KK194654.

## SHOW-HOUSE, INC. ©

Especially recommended; a decorator's dozen of handsome rooms. (117) (In House beautiful) Appl. author: Jule R. von Sternberg. © 20Sep65; KK192510.

Especially recommended; curtain going up. (118) (In House beautiful) Appl. author: Jule R. von Sternberg. © 20Oct65; KK192511.

Especially recommended; May is the month of days. (116) (In House beautiful) Appl. author: Jule R. von Sternberg. © 20May65; KK192509.

Especially recommended ideas for every home. (115) (In House beautiful) Appl. author: Jule R. von Sternberg. © 20Apr65; KK192507.

What every woman wants to know. (In The New York times, Dec. 6, 1964, section 12, p.1-15) Appl. author: Jule R. von Sternberg. © 6Dec64; KK192031.

## SHULMAN, MAX. ©

The college president, his cause and cure. (On campus with Max Shulman) (In The Daily Princetonian, May 12, 1966, p.7) © 12May66; KK194903.

Roman in the gloamin'. (On campus with Max Shulman) (In The Daily Princetonian, Princeton University, Jan. 10, 1966, p.7) © 10Jan66; KK194569.

Roommates revisited. (On campus with Max Shulman) (In The Daily Princetonian, Apr. 19, 1966, p.2) © 19Apr66; KK194527.

Roommates, their cause and cure. (On campus with Max Shulman) (In The Daily Princetonian, Feb. 10, 1966, p.4) © 10Feb66; KK195034.

## SHULTON, INC. AEROSOL CORP. OF AMERICA.

See AEROSOL CORP. OF AMERICA.

## SIMMONS CO. ©

As long as you're spending all that time sleeping, you might as well get some rest; Beautyrest by Simmons. (In American home, Mar. 1966, p.10) Appl. author: Young & Rubicam, Inc. © 15Feb66; KK193831.

For America's best mattress value, buy Beautyrest at \$79.50; see the Beautyrest sleep center at the 1965 New York World's Fair. (In Life, July 23, 1965, p.34-35) Appl. author: Young & Rubicam, Inc. © 19Jul65; KK191880.

Free this month, Simmons will stretch your crowded double bed to fit a spacious Queen-sized Beautyrest. [Female in nightgown seated on bed] (In Life, Sept. 10, 1965, p.44-45) Appl. author: Young & Rubicam, Inc. © 6Sep65; KK191887.

The groom was 5' 6", the bride was 5' 1", why did they insist on getting a super size Beautyrest by Simmons? [Man lying on mattress, woman looking on, in midst of cluttered room] (In The Bride's magazine, Apr./May 1965, p.73) Appl. author: Young & Rubicam, Inc. © 1Apr65; KK191879.

How much is your spine worth; Beautyrest. (In The Bride's magazine, Feb./Mar. 1966, p.116) Appl. author: Young & Rubicam, Inc. © 7Jan66; KK192752.

The mattress on the bottom is a king size Beautyrest, what more can we add? (In Modern bride, summer issue, p.62) © 8Mar66; KK193832.

Save now on Simmons, you could pay \$10 to \$20 more! (In Life, Jan. 21, 1966, p.42-43) Appl. author: Young & Rubicam, Inc. © 17Jan66; KK192751.

Simmons ends the battle for bed room, Monday ... and Sunday; King size Beautyrest, 6 1/2 feet wide! (In Life, Apr. 23, 1965, p.23) Appl. author: Young & Rubicam, Inc. © 19Apr65; KK192750.

## SIMON STRAW BAGS CO.

The straws that get applause; 9310 range. 1 v. Appl. author: Harris Maas. © Simon a.a.d.o. Simon a.a.d.o. Simon Straw Bags Co.; 23Dec65; KK192814.

## SIMPLICITY PATTERN CO., INC. ©

Attention all teens; Simplicity's modern miss extra teen fashion show, the young internationals; 6371. Sheet. © 1Jan66; KK192407.

Baby dress in bonded lace; 6442. Card. © 1Mar66; KK193630.

Back-to-school jumper; 6662. Card. © 1Jun66; KK194735.

Come, you're invited to Simplicity's modern miss extra teen fashion show, the young internationals. Card. © 1Jan66; KK192408.

Dear clothing teacher, there's a fashion mystery brewing at Simplicity; spring 1966. Folder. © 1Jan66; KK192410.

Designer fashion, 6401. Card. © 1Jan66; KK192419.

Dress up your department in the Simplicity jiffy fashions we're selling on TV. [Endorsed by Bethel Leslie] Sheet. © 1Dec65; KK191850.

The easy A dress or jumper; 6133. Sheet. © 1Jan66; KK192413.

The easy A dress or jumper; 6133. Sheet. © 1Feb66; KK193046.

Feminine flattery, 6118. Sheet. © 1Jan66; KK192412.

Granny dresses, the right now fashion; 6411, 6433, 6399. Card. © 1Jan66; KK192552.

How to sew pattern, 6319. Card. © 1Dec65; KK191852.

If I can sew, you can sew, says Donna Loren; Jiffy 6081. Card. © 1Jan66; KK192418.

It's voile; 6446 shirtwaist dress, 6299 smoked shift. Card. © 1Mar66; KK193629.

Jiffy suit 6360. Card. © 1Dec65; KK191854.

London's Carnaby dress; 6579. Card. © 1Jun66; KK194734.

A look to the fashion future. Card. © 1Dec65; KK191849.

Separates on the move; blouse 6315 & 6316, skirt 5884. Sheet. © 1Jan66; KK192414.

Shirtdress goes everywhere, 6330 & 6308. Sheet. © 1Jan66; KK192415.

Simplicity; 6124. Card. © 1Apr66; KK193732.

Simplicity 6299. Card. © 1Dec65; KK191853.

Simplicity 6350, 6355. Card. © 1Dec65; KK191851.

Simplicity; 6377. Card. © 1Feb66; KK193043.

Simplicity; 6390, 6446. Card. © 1Feb66; KK193045.

Simplicity; 6434. Card. © 1Feb66; KK193044.

Simplicity; 6436, 6457. Card. © 1Feb66; KK193042.

Simplicity; 6456, 6457. Card. © 1Mar66; KK193627.

Simplicity; 6501. Card. © 1May66; KK194432.

Simplicity; 6502. Card. © 1May66; KK194433.

Simplicity; 6503, 6500. Card. © 1Apr66; KK193731.

Simplicity; 6546. Card. © 1Apr66; KK193733.

Spring '66 show of fashion, colors & fabrics; 6391. Card. © 1Jan66; KK192420.

Suggested window display, suggested corkboard display; Modern miss extra teen fashion show. Sheet. © 1Jan66; KK192409.

Sunny-bright, fashion-right ideas for summer sewing; 6528. Card. © 1Apr66; KK193730.

Up-dated classic, 6320. Sheet. © 1Jan66; KK192411.

Waistlines up, sleeves down; 6122. Sheet. © 1Jan66; KK192416.

Waistlines up, sleeves down; 6122. Sheet. © 1Feb66; KK193047.

The wardrobe knack; 6636. Card. © 1Jun66; KK194736.

Watch Bethel Leslie on TV tell you about simple-to-sew children's jiffy fashions; Jiffy 5821, mother's dress; 5899, daughter's dress. Card. © 1Jan66; KK192417.

Young elegance from our bridal gallery, see the Simplicity catalog; 6176. Card. © 1Mar66; KK193628.

You're invited to a fashion show of styles to sew, the spirit of spring in fashion. Card. © 1Feb66; KK193041.

## SINGER, ARTHUR.

Flair for attention, from Riegel pulps. See RIEGEL PAPER CORP. PULP & PAPERBOARD DIVISION. Old oaks and new chemistry, at Riegel. See RIEGEL PAPER CORP. PULP & PAPERBOARD DIVISION.

## SINGER CO. INDUSTRIAL PRODUCTS

DIVISION. © Class 151K flat bed machines, Singer 108K20 cylinder bed machine. Folder. NM: revisions. © 2May66; KK193970.

Class 457 lockstitch zig-zag machines. Folder. © 28Apr66; KK193990.



- SINGER CO. INDUSTRIAL PRODUCTS DIVISION.** -Con.
- Drop feed single-needle lockstitch machines; 195K5, 196K5. Sheet. © Singer Co., Industrial Products Division (in notice: Singer Co.); 26Apr66; KK193816.
- For high volume ... Singer high speed, long arm 320w194 two-thread chainstitch machine. (Singer 320w194 machine) Sheet. © 13Apr66; KK193631.
- 451KSV44 equipped with man-sew style no. T-85, twin overedger. Sheet. © 18Sep65; KK193120.
- New Singer Five Fifty high-speed chainstitchers for top and bottom covering stitching on knitwear. Folder. © 20Jun66; KK194937.
- New Singer 554/701 flat seam chainstitch machine. Sheet. © 20Jun66; KK194938.
- Pneumatic starting and clamp lifting device; device no. 495050. Sheet. © 13Jun66; KK194684.
- Singer 196K301 high speed, single needle, lockstitch machine. Sheet. © 26May66; KK194434.
- Singer 366K106 & 366K205 single needle lockstitch machines. Sheet. © 26May66; KK194436.
- Singer 366K125 and 366K126 high speed, compound feed lockstitch machines. Sheet. © 26May66; KK194435.
- 3 new Singer Five Fifty flat seam chainstitch machines; 554/501. Sheet. © 20Jun66; KK194940.
- 2 new Singer Five Fifty flat seam chainstitch machines; 554/602. Sheet. © 20Jun66; KK194939.
- SIPARETTE CO.**
- Brass balls, a beautiful way to cool a drink. Card. © Siparette Co. fictitious firm name of S. Philip & Betsy Cammack; 16Oct65; KK195071.
- SKI CANT CO.**
- Greatest engineering advance in skiing since metal edges. Sheet. © Stuart N. Sherk d.b.a. Ski Cant Co.; 20Oct65; KK192230.
- SLOT-ADS.**
- Slot-Ads, Memphis, Tenn. [Without portions of tiger & gas pump] Card. Appl. author: G. Larry Sykes. © Slot-Ads, solely owned by G. Larry Sykes; 1Nov65; KK193371.
- SMETHPORT SPECIALTY CO. ©**
- Special agent 770, I. Change, master of magnetic disguise; model no. 60. Card. © 24Jan66; KK192482.
- SMITH (A. O.) CORP. CONSUMER PRODUCTS DIVISION. ©**
- Cast iron was hot stuff in the good olde days; today copper is the thing. Folder. Appl. author: Barney Smith. © 5Nov65; KK194486.
- Come on in, the water's warm; add ... a new A. O. Smith Burkay swimming pool heater. Folder. Appl. author: Barney Smith. © 10Dec65; KK194485.
- Finest of Glasco family, the new, nationally advertised A. O. Smith glass lined water heaters. Folder. Appl. author: Barney Smith. © 10Sep65; KK194478.
- Gas fired copper heat exchanger hydronic boilers. Sheet. Appl. author: Barney Smith. © 10Oct65; KK194487.
- How to select the right size water heater for your family. Folder. Appl. author: Barney Smith. © 5Nov65; KK194483.
- How to select the right size water heater for your family. Folder. Appl. author: Barney Smith. © 25Nov65; KK194225.
- New, compact tank type, gas fired commercial water heaters; models B180A, BT65. Folder. Appl. author: Barney Smith. © 15Sep65; KK194480.
- New, compact tank type, gas fired commercial water heaters; models GC42, GC55. Folder. Appl. author: Barney Smith. © 20Aug65; KK194489.
- The new, nationally advertised deluxe Mark III glasco gas water heater. Sheet. Appl. author: Barney Smith. © 15Sep65; KK194479.
- The new, nationally advertised Permaglas Aristocrat glass lined automatic gas water heaters. Sheet. Appl. author: Barney Smith. © 10Oct65; KK194484.
- Now, get all the advantages of a copper coil heater ... with the exclusive Aqua-Hot assembly package. Sheet. Appl. author: Barney Smith. © 10Aug65; KK194488.
- There's a better way to remind 17,000,000 people about A. O. Smith water heaters. Folder. Appl. author: Barney Smith. © 5Oct65; KK194481.
- SMITH, DOUGLAS J. ©**
- Foto-bord; the new, modern way to enjoy snapshots. Sheet. © 17Sep65; KK193099.
- Real; the Real return envelope address label is to be used for two-way repetitive correspondence. Sheet. © 12Oct65; KK193064.
- SMITH (GILMAN B.) CO. ©**
- Elbow patches; one pair, no. 600. Folder. © 11Apr66; KK193904.
- Knee patches; one pair, no. 615. Folder. © 11Apr66; KK193903.
- Trouser pockets; no. 555; one pocket. Folder. © 11Apr66; KK193906.
- Women's coat pockets; no. 514; one pocket. Folder. © 11Apr66; KK193905.
- SMOOT, ROBERT A. See JIPPEROO ENTERPRISES.**
- SNOW, LAWRENCE LEROY. See OUT-RIGGER CO.**
- SONY CORP. OF AMERICA. ©**
- Big deal on little tummy TV's; Sony announces a special deal to help you put a 5" TV on every pot. (In Home furnishings daily, May 16, 1966, p. 31) Appl. author: Doyle Dane Bernbach, Inc. © 16May66; KK194843.
- Side show, our 5" TV. (In Life, Dec. 3, 1965, p. 117) Appl. author: Doyle Dane Bernbach, Inc. © 1Dec65; KK193107.
- The two-way two-way radio; battery saver transceiver. (In Home furnishings daily, May 31, 1966, p. 40) Appl. author: Doyle Dane Bernbach, Inc. © 31May66; KK195070.
- SOPHIE MAE CANDY CORP. ©**
- Coconut brittle with peanuts; net wt. 11 oz. On wrapper. © 28Dec65; KK191931.
- SORENO COSMETICS.**
- Bath oil; 8 fluid ounces. Sticker. © Paul S. Paschall d.b.a. Soreno Cosmetics; 20Dec65; KK192851.
- SOUTHEASTERN POULTRY TIMES. ©**
- Cap'n Chick is number one. Folder. © 10Jan66 (in notice: 1965); KK192930.
- SPARTAN ADVT. ©**
- Dial-a-party; the Highlander Restaurant. Card. Appl. author: John D. Murray. © 9Dec65; KK192513.
- SPE-DE-WAY PRODUCTS CO., INC. ©**
- Wood-Kote filler, sealer, stain; 1 quart U.S. measure. Sticker. © 10Feb66; KK194186.
- SPERRY RAND CORP. ©**
- Gentle enough to shave a peach, powerful enough to shave a brush; Remington Lektronic IV. (In Life, Nov. 5, 1965, p. 8) Appl. author: Young & Rubicam, Inc. © 1Nov65; KK192004.
- Give him a new Remington, the peach & brush shaver, and you'll be the closest thing to a perfect shave. (In Life, Dec. 10, 1965, p. 15) Appl. author: Young & Rubicam, Inc. © 6Dec65; KK192001.
- Give him the new Remington Lektronic V cord, cordless electric shaver. Sheet. Appl. author: Young & Rubicam, Inc. © 26Nov65; KK192618.
- If you've got this kind of beard, on top of this kind of skin, there's only one answer; Remington shaver. (In Life, Feb. 18, 1966, p. 19) Appl. author: Young & Rubicam, Inc. © 14Feb66; KK193019.
- Let's swap; your gift certificate for our Peach & Brush shaver; Lektronic. [Man holding hand out] (In Life, Dec. 24, 1965, p. 22) Appl. author: Young & Rubicam, Inc. © 20Dec65; KK191881.
- The new Remington shavers, gentle enough to shave a peach. [Man hand holding shaver] (In Life, Dec. 17, 1965, p. 6-7) Appl. author: Young & Rubicam, Inc. © 13Dec65; KK192000.
- The new Remington shavers, gentle enough to shave a peach. [Man holding peach & brush] (In Life, Dec. 3, 1965, p. 14) Appl. author: Young & Rubicam, Inc. © 29Nov65; KK191999.
- The no-drag shaver, in 1st, 2nd, 3rd, 4th, and 5th; Remington 200 Selectro shaver. (In Time, Apr. 8, 1966, p. ST2) Appl. author: Young & Rubicam, Inc. © 5Apr66; KK194077.
- Now that you believe us, how about trying it on your face; Remington Lektronic IV. (In Life, Feb. 4, 1966, p. 1) Appl. author: Young & Rubicam, Inc. © 31Jan66; KK193021.
- Remington, the first electric knife elegant enough to go formal and it's cordless. (In Life, Dec. 3, 1965, p. R5) Appl. author: Young & Rubicam, Inc. © 29Nov65; KK192006.
- Remington, the peach & brush shaver, does a man-size job, on any size man. (In Life, Nov. 19, 1965, p. 26) Appl. author: Young & Rubicam, Inc. © 15Nov65; KK192002.
- Since the new Remington shavers are gentle enough to shave a peach and powerful enough to shave a brush, your face is a pushover. (In Life, Oct. 29, 1965, p. 24) Appl. author: Young & Rubicam, Inc. © 25Oct65; KK192005.
- Tender skin? Tough beard? Give him the peach & brush shaver, a new Remington. (In Life, Nov. 26, 1965, p. 14) Appl. author: Young & Rubicam, Inc. © 22Nov65; KK191998.
- Tender skin? Tough beard? You have a problem; we have a solution ... Remington. (In Life, Nov. 12, 1965, p. 8) Appl. author: Young & Rubicam, Inc. © 8Nov65; KK192003.
- They're here, they're completely different; Remington Selectro shavers. And remember, Remington has a cordless line, too. (In Home furnishings daily, Feb. 24, 1966, between p. 8-9) Appl. author: Young & Rubicam, Inc. © 24Feb66; KK193826.
- This is the new shaver, that shaves the peach, that shaves the brush ... that Remington built; Lektronic IV. (In Life, Jan. 7, 1966, p. 1) Appl. author: Young & Rubicam, Inc. © 3Jan66; KK192341.

We've got it just in time for Christmas; Remington cordless automatic knife. (In Los Angeles times, Dec. 3, 1965, p.28) Appl. author: Young & Rubicam, Inc. © 3Dec65; KK192744.

STAGG DISTILLING CO. ©  
Give Old Stagg, Kentucky's top bourbon. (In The Tampa tribune, Dec. 6, 1965, p.4-C) © 6Dec65; KK194287.

New easy-to-pour half gallon, Old Stagg Kentucky's top bourbon. (In Manchester union leader, Oct. 13, 1965, p.10) © 13Oct65; KK193040.

STANDARD CRAFTS (PRESTON) LTD. STANDARD TOYKRAFT, INC. See STANDARD TOYKRAFT, INC.

STANDARD OIL CO. OF CALIFORNIA. ©  
The Chevron above all means service; red, white & blue, one's right for you. (In The Phoenix gazette, Jan. 31, 1966, p.14) © 31Jan66; KK193845.

STANDARD STAMPING & PERFORATING CO. ©  
Perforated pattern selector, patterns and specifications to aid the designer; ornamental patterns. Folder. Appl. author: Jerome M. Ferdinand. © 2Mar66; KK193178.

STANDARD TOYKRAFT, INC. ©  
Farm fun plastic stick-ons; no.4241. [Box top] © 1Sep65; KK193587.  
Tom Sawyer finger paints; no.471N:100. [Box top] © Standard Toykraft, whose subsidiary is Standard Crafts (Preston) Ltd.; 25Jan65; KK193009.

STANDART PRODUCTS CO. ©  
Strip cutting gauge; item 105. Card. Appl. author: Gary B. Standart. © 20Nov65; KK192508.

STANLEY HOME PRODUCTS, INC. ©  
Win a year's supply of famous quality plus products for you. (In Good housekeeping, May 1966, p.83) © 20Apr66; KK194508.

STEELE, DON C. See PRODUCT RESEARCH ASSOCIATES. DEN FUN GROUP.

STEELE (R. C.) CO. ©  
How to housebreak your dog, Hal Wheeler. Sheet. © 1Jan66; KK192042.

STEELE, RICHARD K. See PRODUCT RESEARCH ASSOCIATES. DEN FUN GROUP.

STERNCO INDUSTRIES, INC. LONGLIFE FISH FOOD PRODUCTS. See LONGLIFE FISH FOOD PRODUCTS.

STEWART (KAREN) WIG SALON.  
Heavy frost. Sheet. © Karen Stewart a.a.d.o. Karen Stewart Wig Salon; 1Nov65; KK192033.  
Light blend. Sheet. © Karen Stewart a.a.d.o. Karen Stewart Wig Salon; 1Nov65; KK192037.  
Light frost. Sheet. © Karen Stewart a.a.d.o. Karen Stewart Wig Salon; 1Nov65; KK192036.  
Medium blend. Sheet. © Karen Stewart a.a.d.o. Karen Stewart Wig Salon; 1Nov65; KK192039.  
Medium frost. Sheet. © Karen Stewart a.a.d.o. Karen Stewart Wig Salon; 1Nov65; KK192035.

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Subtle blend. Sheet. © Karen Stewart a.a.d.o. Karen Stewart Wig Salon; 1Nov65; KK192034.

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STEWART (BOB) PRODUCTIONS. ©  
Eye Guess, Bill Cullen's new T.V. game; 4641. M. Bradley Co. On wrapper. © 1Apr66; KK195037.

STOESSEL GRAPHICS, INC. ©  
Here he comes; giant 30" inflatable Wink Gink. Folder. Appl. author: Henry Kurt Stoessel. © 12Nov65; KK192999.

STONCO ELECTRIC PRODUCTS CO. ©  
Advance product information; FS boxes complete with covers and devices. Sheet. © 15Mar62; KK192253.

Architectural lighting systems. 8 p. © 1Dec65; KK193195.

Award series fixtures, components; fixtures for 75W-300W and R-40 medium base lamps. Sheet. © 15Feb63; KK192251.

Award series stock components. Sheet. © 1Mar63; KK192255.

Caution notice, this is a 1500 watt quartz iodine lamp. Folder. © 15Nov64; KK192260.

DP-5 distributor consolidated net price schedule eff. August 1, 1964 27 p. © 1Aug64; KK193194.

Landscape lighting; so many beautiful fixtures. Folder. © 1Apr65 (in notice: 1964); KK192259.

Lighting a building, a tower, a trademark, a tank? Sheet. © 1Mar65; KK192261.

Lighting a football field? For brilliant results, proven results, let Stonco help. Sheet. © 15Jul65; KK192257.

Mercury vapor floodlights stay astonishingly brilliant after years of heat, sleet, salt spray, grit and acidic fumes; Permadite is why. Sheet. © 25Oct64; KK192249.

Quartz lighting unlimited; adjustable beams. Sheet. © 1Jul65; KK192248.

Quartz line, accessories, fittings, adapters. Sheet. © 15Feb63; KK192254.

Sign lighting systems; detail SL-Q89. 1 v. © 1Aug65; KK192250.

Stonco announces 44 new floodlights, including Permadite for unparalleled efficiency. Sheet. © 20Apr64; KK192256.

Wall bracket special purpose fixtures, components. Sheet. © 1Mar63; KK192252.

Why is a hidden fan the most important feature of this remarkable new floodlight? Sheet. © 1Nov63; KK192258.

STOREY, BURNS F. See SWETRIX SYSTEM.

STURGIS CO. ©  
1800 line; designed for hours of comfort in any traditional executive office setting. Sheet. © 1Jun66; KK195062.  
Fiber glass chairs. Sheet. © 11Apr66; KK194619.  
Stacking chairs. Sheet. © 1Apr66; KK194618.

STYLE CREST TRADE ASSN. ©  
Aristocratic luxury, 11-piece complete living room with quilted sofa and pair of chairs by Kroehler. (In Chicago tribune, Mar. 27, 1966, section 1, p.12) © 27Mar66; KK193787.  
Complete 11-pc. modern ensemble featuring sofa and pair of armchairs by Kroehler. (In Chicago tribune, Feb. 13, 1966, section no.1, p.6) © 13Feb66; KK192846.

Exquisite Italian 10-piece complete living room. (In Chicago tribune, Mar. 6, 1966, section 1, p.6) © 6Mar66; KK193786.

SUGARINE CO., BEATRICE FOODS CO. See BEATRICE FOODS CO. SUGARINE CO.

SUMMIT LABORATORIES, INC. ©  
Instruction booklet for hair straightening. 45 p. © 7Oct65; KK192486.

SUNBEAM CORP. ©  
First 5 months, '65, vacuum cleaner sales, industry up 11%, Sunbeam up 51%. (In Home furnishings daily, July 8, 1965, p.21) © 8Jul65; KK192887.

4 great Sunbeam products help you teach creative cookery; Carousel rotisserie broiler. (In What's new in home economics, Sept. 1965, p.14-15) © 15Aug65; KK192891.

4 great Sunbeam products help you teach good grooming; Lady Sunbeam. (In What's new in home economics, Nov.-Dec. 1965, p.26-27) © 29Oct65; KK192877.

4 new Sunbeam products with Teflon help you teach up-to-date cooking; Multi-cooker frypan. (In What's new in home economics, Oct. 1965, p.16-17) © 15Sep65; KK192883.

Great products from Sunbeam help you in the classroom. (In What's new in home economics, Sept. 1965, p.17-18) © 15Aug65; KK192892.

Great products from Sunbeam help you in the classroom. (In What's new in home economics, Oct. 1965, p.101) © 15Sep65; KK192882.

Having trouble finding a quality premium? (In Premium practice, July 1965, p.133) © 1Jul65; KK192885.

Having trouble finding the right premium, incentive or business gift? (In Premium practice, Sept. 1965, p.155) © 1Sep65; KK192893.

Having trouble finding the right premium, incentive or business gift? (In Premium practice, Oct. 1965, p.261) © 1Oct65; KK192879.

Having trouble finding the right premium, incentive or business gift? (In Premium practice, Dec. 1965, p.47) © 1Dec65; KK192878.

Having trouble finding the right premium, incentive or business gift? (In The Wall street journal, Sept. 30, 1965, p.3) © 30Sep65; KK192880.

Having trouble finding the right premium, incentive or business gift? (In The Wall Street journal, Oct. 26, 1965, p.12) © 26Oct65; KK193498.

Having trouble finding the right premium, incentive or business gift? (In U. S. news & world report, Sept. 20, 1965, p.94) © 13Sep65; KK192884.

Hot tips for housewares buyers on 10 of many new product models from Sunbeam. (In This week in Chicago, July 10, 1965, p.26-27) © 9Jul65; KK192888.

How to keep clock sales on the upswing; Country squire. (In National Jeweler, July 1965, p.72) © 20Jul65; KK192890.

Idea, here are 8 Sunbeam products for your next premium or incentive promotion. (In Ideafile, June-July 1965, p.3) © 15Jul65; KK192889.

Recognized: the Sunbeam cordless hygienic electric toothbrush. (In The Journal of the American Dental Association, Feb. 1966, p.334) Appl. author: Sidney B. Corbett. © 1Feb66; KK192723.

Sunbeam cares whether you make a profit on clocks, does anyone else? (In Home furnishings daily, Sept. 23, 1965, p.5) © 23Sep65; KK192881.

Sunbeam turns a lion loose on the lawn mower business. (In Hardware retailer, Sept. 1965, p.197-200) © 1Sep65; KK192894.



## SUNBEAM CORP.-Con.

Sunbeam turns a lion loose on the lawn mower business! (In Home furnishings daily, Sept. 20, 1965, p.9-11) © 20Sep65; KK192895.

This Sunbeam replacement toothbrush display yours free! (In Profitunities, Mar. 1966, p.43) Appl. author: Sidney B. Corbett. © 1Mar66; KK192898.

Touch to set it, touch to stop it, new Sunbeam Touch Alarm clocks. (In Housewares buyer, July 1965, p.75) © 1Jul65; KK192886.

What is the effect on gingival surfaces of excessive power brushing; Sunbeam cordless hygienic toothbrush. (In The Journal of the American Dental Association, June 1966, p.1321) Appl. author: Sidney B. Corbett. © 1Jun66; KK194402.

Which is less abrasive, ordinary manual brushing or electric brushing; cordless hygienic toothbrush. (In The Journal of the American Dental Assn., Apr. 1966, p.810) Appl. author: Sidney B. Corbett. © 1Apr66; KK194167.

## SUNLINE, INC. ©

Spree swingin' sour candy; 24/10¢ packages. On folding carton. © 17Jan66; KK192533.

## SUNSPICED FOODS CO. ©

Whipp, instant potatoes, 200 servings; 6 lbs. net wt. Sticker. © 7Sep65; KK192641.

Whipp, instant potatoes with milk, 170 servings; 5 lbs. 8 ozs net wt. Sticker. © 7Sep65; KK192642.

Whipp, special school lunch pack instant potatoes; vitamin C enriched; 6 lbs. net wt. Sticker. © 7Sep65; KK192643.

## SUNSWEET GROWERS, INC. ©

Pitted prunes; 340 grams, 12 ounces net. On folding carton. © 28Jul65; KK194130.

## SUNTEMP INDUSTRIES. ©

The new, easy system of trash handling domestic trash cart; model no.300. Sheet. © 16Aug65; KK192863.

## SUPERIOR ELECTRIC CO. ©

New Ohmstat slidewire resistors. Sheet. © 21Mar66; KK194154.

New positioner control system. Sheet. © 18Mar66; KK194152.

Slo-Syn precision stepping motors. Sheet. © 16Mar66; KK194153.

Stabiline automatic voltage regulators, EMT and EMK series. Sheet. © 16Mar66; KK194155.

## SUPERIOR SEWING MACHINE &amp; SUPPLY CORP.

Monthly bulletin. © Supsewmac a.a.d.o. Superior Sewing Machine & Supply Corp.

July 1965. © 1Jul65; KK194251.

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Price increase. © Supsewmac a.a.d.o. Superior Sewing Machine & Supply Corp.

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Supermica table tops. Sheet.

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15Apr66 (in notice: 1965);

KK194252.

## SUPREME SCHOOL STUDIOS.

New Supreme proof pick a pack plan. © Supreme School Studios, solely owned by James H. Passler; 25Feb66; KK194071.

## SUPSEWMAC. See SUPERIOR SEWING MACHINE &amp; SUPPLY CORP.

SURFACES UNLIMITED, INC. © Start a wall-to-wall revolution with SU seamless urethane flooring. (In Flooring) © 19Jul65; KK192500.

## SUTTLE CO. ©

Curly cushion, sleep on air when you roll your hair. [Box top] Appl. author: Howard Suttle. © 6Apr66; KK194139.

## SWETRIX SYSTEM.

Body therapy system. Sheet. © Burns F. Storey d.b.a. Swetrix System; 8Apr66; KK194657.

## SYKES, C. LARRY. See SLOT-ADS.

## T

## TV-MIRACLE ANTENNA CO. ©

There is a miracle in your future. [Envelope] Appl. author: Edward J. Budak. © 10Oct65; KK192492.

## TALENT ASSOCIATES, LTD. ©

Supermarket Sweep game; 4666. M. Bradley Co. On wrapper. © 1Apr66; KK195036.

## TAMPAX, INC. ©

How to use Tampax tampons. Folder. © 3Jan66; KK192524.

## TAPCO PRODUCTS CO., INC. ©

The manufacturers of Castle Stone bring you; new Roma field stone. Folder. Appl. author: Walter G. Marsh. © 19Feb65; KK193745.

## TAYLOR, SMITH &amp; TAYLOR CO. ©

A revolutionary new kind of dinnerware. Folder. Appl. author: Marvin Triguba. © 7Mar66; KK193913.

## TECHNOTRONIC CO., INC. ©

Soap-fix, the magnetic soap holder. Card. © 12Nov65; KK192103.

## THALER PIPE &amp; SUPPLY CO. ©

Introducing the new look. (Logo of valve with Thaler Pipe and Supply Co.) (In Daily commercial news, San Francisco, Sept. 17, 1965, p.5) © 17Sep65; KK192817.

## THERMOS DIVISION, KING-SEELEY THERMOS CO.

See KING-SEELEY THERMOS CO. THERMOS DIVISION.

## THOMASVILLE FURNITURE INDUSTRIES, INC. ©

Dining is more of an occasion with that Thomasville look. (In House beautiful, Mar. 1966, p.35) © 17Feb66; KK192845.

Dining is more of an occasion with that Thomasville look; out of the past, inspirations for Continental Classic. (In Better homes & gardens, May 1966, p.43) © 15Apr66; KK194512.

Furniture that warms your heart and home, it's that Thomasville look; heirlooms from New England Inspired Post Road. (In Bride & home, spring/summer, p.73) © 7Apr66; KK193842.

Now is the time to give your bedroom that Thomasville look. (In Better homes & gardens, Mar. 1966, p.129) © 15Feb66; KK193680.

## 3M CO. See MINNESOTA MINING &amp; MANUFACTURING CO.

TICONIUM CO., CMP INDUSTRIES, INC. See CMP INDUSTRIES, INC. TICONIUM CO.

## TIMKEN ROLLER BEARING CO. ©

Every bump brings us closer to a better bearing mounting. (In D.A.C. news, Apr. 1966, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Apr66; KK193973.

How a high-quality steelmaker solved some high-flying problems. (In Business week, Feb. 5, 1966, p.43) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 4Feb66; KK192645.

If you're after a better bearing mounting, follow this car. (In D.A.C. news, Mar. 1966, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Mar66; KK193778.

If you're after a better bearing mounting, follow this car. (In U. S. news and world report, Mar. 14, 1966, p.90) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Mar66; KK193077.

Modern carriers get a hidden lift from Timken steel. (In Business week, Apr. 9, 1966, p.76) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Apr66; KK194049.

Only complete line, Timken bearings; TS standard. 11 p. © 9Nov65; KK192826.

Steel takes two more giant steps into your future. (In The Wall Street Journal, Jan. 12, 1966, p.30) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Jan66; KK192646.

## TIRES, INC. ©

Extraordinary purchase, the 40,000 miles tire direct from a big-4 maker. (In Sunday news, New York, May 1, 1966, p.159) © 1May66; KK194343.

Fabulous purchase, 25-month nylon tires! (In Sunday news, New York, Mar. 6, 1966, p.143) © 6Mar66; KK193102.

Full 4-ply nylon tires, famous makers' brands full 4-ply, 27-month tubeless nylon tires. (In Sunday news, New York, Apr. 3, 1966, p.134-135) © 3Apr66; KK194038.

Gigantic snow tire clearance ... all are famous makers' brands. (In Sunday news, New York, Jan. 2, 1966, p.134-135) © 2Jan66; KK192366.

Great once-a-year red tag tire sale; 18 month guaranteed. (In Sunday news, New York, Feb. 6, 1966, p.139) © 6Feb66; KK193216.

This week ... nylon tubeless 27 month safety tires. (In Sunday news, New York, Apr. 17, 1966, p.158-159) © 17Apr66; KK194351.

Tires Incorporated sale on finest snow tires; 42-month tubeless nylons. (In Sunday news, New York, Jan. 16, 1966, p.151) © 16Jan66; KK192368.

Tires Incorporated's extraordinary purchase of discontinued design 100% nylon snow tires! (In Sunday news, New York, Dec. 19, 1965, p.150-151) © 19Dec65; KK191911.

## TITUS, J. W. ©

Improve your production with lithographic Wettsall, the original all-purpose material for all lithographers since 1941; the dampening problem on the offset press. Folder. © 30Dec65; KK191915.

## TORS (IVAN) FILMS, INC.

Flipper jigsaw puzzle; new, 100 piece, 14 x 18 inches; no.4611. Man in water. Whitman Pub. Co. On wrapper. © Ivan Tors Films, Inc. & Metro-Goldwyn-Mayer, Inc.; 23Nov65; KK192177.

**TOTINO'S FINER FOODS, INC. ©**  
Cheese party pizza with mozzarella, cheddar, romano cheese; ready to bake and enjoy; net wt. 15 oz. On folding carton. © 2Dec64; KK192548.  
Sausage party pizza with Totino's own sausage; ready to bake and enjoy; net wt. 15 3/4 oz. On folding carton. © 2Dec64; KK192547.

**TOWLE MANUFACTURING CO.**  
Favorite Silver Flutes sterling pattern. (In The New Yorker, Nov. 27, 1965, p.30) © Towle a.a.d.o. Towle Manufacturing Co.; 25Nov65; KK192356.  
Towle introduces Contessina, a romantic new pattern in sterling silver. (In House & garden, Oct. 1965, p.13) © Towle a.a.d.o. Towle Manufacturing Co.; 17Sep65; KK192354.  
Towle introduces Contessina Jewelry in sterling silver. (In House & garden, Oct. 1965, p.12) © Towle a.a.d.o. Towle Manufacturing Co.; 17Sep65; KK192362.  
Towle silversmiths proudly invite you to enjoy a graceful new sterling pattern with a silken florentine finish, plain or with your monogram elegantly engraved; R.S.V.P. (In Bride & home, Fall 1965, p.45) © Towle a.a.d.o. Towle Manufacturing Co.; 6Jul65; KK192199.  
Towle's distinctive Chippendale sterling pattern is now available in handsome silver-plated serving pieces. (In The New Yorker, Dec. 11, 1965, p.44) © Towle a.a.d.o. Towle Manufacturing Co.; 9Dec65; KK192197.  
Towle's famous Old Master sterling pattern is now available in handsome silver-plated service pieces. (In The New Yorker, Nov. 6, 1965, p.24) © Towle a.a.d.o. Towle Manufacturing Co.; 4Nov65; KK192201.  
Towle's rich new El Grandee sterling pattern is now available in handsome silver-plated service pieces. (In The New Yorker, Nov. 13, 1965, p.149) © Towle a.a.d.o. Towle Manufacturing Co.; 11Nov65; KK192200.

**TRADEPORT, INC. ©**  
Play James Bond, outguess, outthink, outsmart his beautiful women. [Box top] Japan. © 5Dec65; KK192938.

**TRUVAL SHIRT CO., INC. ©**  
Front page news; premanent press shirts. (In Ebony, Apr. 1966, p.169) Appl. author: Zlowe Co., Inc. © 31Mar66; KK194796.  
Join the Career Club crew. (In Playboy, Apr. 1966, p.STR4) Appl. author: Zlowe Co., Inc. © 15Mar66; KK194965.  
No iron needed; permanent press shirts. (In Esquire, Apr. 1966, p.19) Appl. author: Zlowe Co., Inc. © 17Mar66; KK194797.

**TUCSON (ARIZ.) CHAMBER OF COMMERCE.**  
Tucson; enjoy 9 sunny vacations for the price of 1. (In Westways, June 1966, p.t.1, p.46) Appl. author: Harwood Advertising, Inc. © Tucson Chamber of Commerce; 1Jun66; KK194626.

**TUROW, EARLE M. See SAMPLE TRUNK.**  
**TWENTIETH CENTURY FOX TELEVISION, INC.**  
B-26D Martin Marauder; scale model all plastic assembly kit; kit no.347-249. On wrapper. © 20th Century Fox T.V., Inc., Q. M. Productions, Inc. & Aurora Plastics Corp.; 11Jan66 (in notice: 1965); KK193841.  
British Spitfire, 1/4" scale model all plastic assembly kit; kit no.342-79. On wrapper. © 20th Century Fox T.V., Inc., Q. M. Pro-

ductions, Inc. & Aurora Plastics Corp.; 11Jan66 (in notice: 1965); KK193838.

Pocke-Wulf 190; 1/4" scale all plastic assembly kit; kit no.344-79. On wrapper. © 20th Century Fox T.V., Inc., Q. M. Productions, Inc. & Aurora Plastics Corp.; 11Jan66 (in notice: 1965); KK193836.

The Legend of Jesse James game; 4639. Milton Bradley Co. On wrapper. © 1Jan66; KK194191.  
ME-109 Messerschmitt; 1/4" scale model all plastic assembly kit; kit no.343-79. On wrapper. © 20th Century Fox T.V., Inc., Q. M. Productions, Inc. & Aurora Plastics Corp.; 11Jan66 (in notice: 1965); KK193837.  
North American B-25 Mitchell medium bomber, 1/4" scale model all plastic assembly kit; kit no.348-249. On wrapper. © 20th Century Fox T.V., Inc., Q. M. Productions, Inc. & Aurora Plastics Corp.; 11Jan66 (in notice: 1965); KK193834.

North American P-51 Mustang; 1/4" scale model all plastic assembly kit with retractable landing gear; kit no.345-98. On wrapper. © 20th Century Fox T.V., Inc., Q. M. Productions, Inc. & Aurora Plastics Corp.; 11Jan66 (in notice: 1965); KK193839.

P-38 Lightning, 1/4" scale model all plastic assembly kit; kit no.346-98. On wrapper. © 20th Century Fox T.V., Inc., Q. M. Productions, Inc. & Aurora Plastics Corp.; 11Jan66 (in notice: 1965); KK193840.  
Republic P-47 Thunderbolt; 1/4" scale model all plastic assembly kit; kit no.341-79. On wrapper. © 20th Century Fox T.V., Inc., Q. M. Productions, Inc. & Aurora Plastics Corp.; 11Jan66 (in notice: 1965); KK193835.

**TWITCHELL (E. W.) INC. ©**  
Sheer seamless first quality 100% nylon. Fair Lady. Bag. (Package design, no.70) © 22Nov65; KK191959.  
Sheer seamless, first quality 100% nylon. On bag. (Package design no.51, chess) © 30Nov65; KK192797.

## U

**ULAY EXPORT CORP. ©**  
Olay (Ulay) Jelvyn; Oil of Olay. Sheet. © 18Feb66; KK193682.

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Now from Uncle Ben's, remarkable bean discovery. (In Evening world-herald, Omaha, Nov. 3, 1965, p.68) Appl. author: Ted Bates & Co., Inc. © 3Nov65; KK192656.

So, what's for dinner? [Four children peeking into bag] (In New York times magazine, Jan. 9, 1966, p.61) Appl. author: Ted Bates & Co., Inc. © 9Jan66; KK192925.

So what's for dinner, something new for a change. (In The New York times magazine, Dec. 5, 1965, p.129) Appl. author: Ted Bates & Co., Inc. © 5Dec65; KK192654.

So what's for dinner, something new for a change. [8¢ coupon] (In The Salt Lake tribune, Dec. 9, 1965, p.4F) Appl. author: Ted Bates & Co., Inc. © 9Dec65; KK192653.

So what's for dinner; something new ... Uncle Ben's chicken or beef flavoured rice. (In The New York times magazine, Feb. 13, 1966, p.76) Appl. author: Ted Bates & Co., Inc. © 13Feb66; KK194664.

This is the last rice ad you'll ever have to read; quick rice. (In Times, Hartford, May 4, 1966) Appl. author: Ted Bates & Co., Inc. © 4May66; KK194912.

**UNEEDA DOLL CO., INC. ©**  
PeeWees, start now, collect the world's tiniest, cutest fully costumed doll people. Card. © 3Dec65; KK194572.

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New textured Glad Wrap. On folding carton. © 5Oct65; KK192915.

**UNION SPECIAL MACHINE CO. ©**  
Bag closing machines; style 21800 P. Folder. (Bulletin no.200B) Appl. author: Arthur James Feigel. © 21Feb66; KK192975.  
Four thread safety stitch machines, styles 39600A-39600P. Sheet. Appl. author: Arthur James Feigel. © 10Jan66; KK192519.  
High-speed machines for cover seaming; styles 31100 E, K and L. Sheet. Appl. author: Arthur James Feigel. © 29Dec65; KK192231.  
Union Special announces two new machines for manufacturers of knit garment; class 3100, class 33700. Folder. Appl. author: Arthur James Feigel. © 6Dec65; KK191949.

**UNITED AIR LINES. ©**  
Want the extra care that can lower distribution costs, go with the big birds of United Freightair. (In Business week, Nov. 20, 1965, p.8-9) NM: additions. © 20Nov65; KK192943.

**UNITED FEATURE SYNDICATE, INC. ©**  
A Charlie Brown Christmas, by Charles M. Schulz. [Book jacket] © 29Nov65; KK193344.

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Ideas to help you sell more Con-Tact brand, largest selling self-adhesive plastic covering. Folder. (Retail sales manual, Spring 1966) © 3Jan66; KK192473.  
Instant decorating, a consumer guide to the use of Con-Tact brand self-adhesive plastic. Folder. © 3Jan66; KK192611.

**UNITED NUCLEAR CORP. ©**  
Inert gas purity tester, model E. Folder. © 12Nov65; KK192117.

**UNITED STATES NATIONAL BANK OF OREGON. ©**  
Just hatched; U. S. Bank's exclusive, new money management service ... Money Minder. (In Pendleton East Oregonian, Apr. 13, 1966, p.11) © 13Apr66; KK193961.

**UNITY SEWING SUPPLY CO., INC.**  
Unity monthly bulletin, October 1965, new Roto Trol top thread tension control disc. Folder. © Unity Sewing Supply Co., Inc. (in notice: Unitysew); 5Oct65; KK194949.

**UNITYSEW. See UNITY SEWING SUPPLY CO., INC.**

**UNIVERSAL BLEACHER CO. ©**  
Win with Smitty's blaster builder of champions. (In Scholastic coach, May 1966) © 20Apr66; KK194863.

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Auction today ... may be played by 2 to 6 players. Sheet. © 4Dec65; KK192703.  
The bid and buy game, Auction. Sheet. © 4Dec65; KK192706.  
Checkerchess, the game of strategy. Sheet. © 4Dec65; KK192707.



## UNIVERSAL GAMES, INC.-Con.

How to play Checkers for 2 players. Sheet. © 4Dec65; KK192702.

Intrigue, an international game of world conquest. Sheet. © 4Dec65; KK192705.

Intrigue is an exciting game based on existing international situations. Sheet. © 4Dec65; KK192708.

Merger ... the exciting new money game of automobile production. Sheet. © 4Dec65; KK192704.

## UPJOHN CO. ©

Antibiotic treatment of pustular acne; Lincocin. (In Scope, Oct. 1965, p.3 of cover) © 4Oct65; KK192489.

Corticosteroid speed; Solu-Medrol. (In Scope, Dec. 1965, p.4 of cover) © 3Dec65; KK192490.

Lincocin, lincomycin hydrochloride monohydrate; in tonsillitis ... response achieved has been good. (In Scope, Nov. 1965, p.4 of cover) © 5Nov65; KK192491.

## V

## VAN BRODE MILLING CO., INC. ©

At Mt. Sinai, we like disposables; that's why we like Van Brode Banquet King sized silver colored plastic spoons, forks and knives, our patients do, too. [Endorsed by Bert Card] (In The Paper & twine journal, Apr. 1966, p.3) © 15Apr66; KK194608.

## VAN DAM RUBBER CO., INC. ©

Bouncing bunnies, each with rubber ball. Card. (Item no.073) © 1Nov65; KK192769.

## VANDORA COSMETICS.

Bath oil; 8 fluid ounces. Sticker. © Paul S. Paschall d.b.a. Vandora Cosmetics; 20Dec65; KK192852.

## VANTAGE HOUSE, INC.

Behold furniture polish with lemon oil; contains 7 oz. av. Sticker. © Vantage House, Inc., homemakers division of Bristol-Myers Co.; 23Jul65; KK192822.

Cleans the air, destroys odors, sanitizes air, Sweep air-cleaning spray; contains 7 oz. av. Sticker. © Vantage House, Inc., homemakers division of Bristol-Myers Co.; 23Jul65; KK192824.

Diamond Brite superior floor wax; contents 1 qt. 14 fl. oz. On can. © Vantage House, Inc., homemakers division of Bristol-Myers Co.; 23Jul65; KK192819.

The floor wax that power-cleans with detergent, Surprise; contents 1 pt. liquid. On can. © Vantage House, Inc., homemakers division of Bristol-Myers Co.; 23Jul65; KK192820.

New detergent-washable Prolong, self-polishing floor wax; contents 1 pt. liquid. Sticker. © Vantage House, Inc., homemakers division of Bristol-Myers Co.; 27Jul65; KK192821.

Reserve-Power disinfectant Search kills germs; contains 7 oz. av. Sticker. © Vantage House, Inc., homemakers division of Bristol-Myers Co.; 23Jul65; KK192823.

## VAN WINKLE, RAY L. ©

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- Time ScienSet; cat. no.0851C. Sheet. © 25Feb66; KK192787.
- Two basic double rod optical bench assemblies; no.3621B,C. Sheet. (Welchogram no.720) © 15Apr66; KK194062.
- Two economical single pan student analytical balances; no.4006A. Sheet. (Welchogram no.730) © 10May66; KK194456.
- Vacuum ScienSet; cat. no.1420A. Sheet. © 25Feb66; KK192786.
- Vibratory motion ScienSet; cat. no.3320A. Sheet. © 4Jan66; KK192572.
- Volume ScienSet for 12 students; cat. no.0134. Sheet. © 25Feb66; KK192789.
- Weather station ScienSet; cat. no.1299. Sheet. © 4Jan66; KK192565.
- Working model of DNA; no.96031. Sheet. (Welchogram no.777) © 1May66; KK194442.
- A working model showing the roles of RNA in the cell; no.96035. Sheet. (Welchogram no.778) © 1May66; KK194445.
- WELLA CORP. ©  
Kolestral gives a woman everything she wants. (In American hair-dresser, vol.89, no.52, p.52) © 25Jan66; KK192934.
- Wellite, the 50 minute bleach. (In Modern beauty shop, Feb. 1966, p.7) © 25Jan66; KK192933.
- WELLS DAIRIES COOPERATIVE. ©  
Fortified skim milk; one half gallon liquid. On folding carton. Appl. author: Don B. Kauffeld. © 6Apr66; KK194891.
- Go-go Shak' milk shake; contents 24 fluid ounces. On folding carton. Appl. author: Don B. Kauffeld. © 6Apr66; KK194887.
- Half & half; one quart liquid. On folding carton. Appl. author: Don B. Kauffeld. © 6Apr66 (in notice: 1965); KK194890.
- Orange juice; golden 100; one quart liquid. On folding carton. Appl. author: Don B. Kauffeld. © 6Apr66; KK194888.
- Whipping cream; one half pint liquid. On folding carton. Appl. author: Don B. Kauffeld. © 6Apr66; KK194889.
- Yum'y vanilla flavored ice milk; one half gallon liquid. On folding carton. Appl. author: Don B. Kauffeld. © 14Dec65; KK192488.
- WERNEKE, PAUL W. ©  
Armchair baseball. Card. © 1May64; KK194383.
- WERNER (R. D.) CO., INC. ©  
Aluminum general purpose stepladder. Sheet. © 11May66; KK194699.
- Aluminum stepladder, ideal for household use. Sheet. © 11May66; KK194700.
- WESEL MANUFACTURING CO. ©  
Precision milling head by Wesel. (Wesel milling head, model WMH) Folder. © 17Jan66; KK193013.
- WESTERN ADMATS, INC. ©  
Match for cash. Slip. Appl. author: Edgar A. Corn. © 27Dec65; KK195055.
- Play the ponies free. Slip. Appl. author: Edgar A. Corn. © WINco, a division of Western Admats, Inc.; 15Nov65; KK195054.
- WESTERN GRAIN CO. ©  
Jim Dandy enriched, degerminated plain white corn meal; net wt. 2 lbs. On bag. © 18Jan66; KK193027.
- Jim Dandy quick enriched white hominy grits; net wt. 1 lb. On folding carton. © 9Feb66; KK193028.
- WESTERN MANUFACTURING JEWELERS. ©  
14K gold pendant. Card. Appl. author: Sidney S. Kampf. © 5Apr66; KK193921.
- WESTERN PUB. CO. ©  
Rummy royal; no.4994. Watkins Strathmore Co. On wrapper. © 23Mar66 (in notice: 1965); KK193991.
- Youth adventure series jig saw puzzle, 4965 29: Combat rescue. Watkins-Strathmore Co. On wrapper. © 15Feb66 (in notice: 1965); KK193562.
- Youth adventure series jig saw puzzle, 4965 29: Hot Rod Henry. Watkins-Strathmore Co. On wrapper. © 15Feb66 (in notice: 1965); KK193563.
- Youth adventure series jig saw puzzle, 4965 29: Rodeo time. Watkins-Strathmore Co. On wrapper. © 15Feb66 (in notice: 1965); KK193567.
- Youth adventure series jig saw puzzle, 4965 29: Sharks. Watkins-Strathmore Co. On wrapper. © 15Feb66 (in notice: 1965); KK193566.
- Youth adventure series jig saw puzzle, 4965 29: Space station. Watkins-Strathmore Co. On wrapper. © 15Feb66 (in notice: 1965); KK193564.
- Youth adventure series jig saw puzzle, 4965 29: The sky divers. Watkins-Strathmore Co. On wrapper. © 15Feb66 (in notice: 1965); KK193565.
- WESTERN PUB. CO., INC. ©  
Checkers; no.4641. On wrapper. © 22Apr66; KK194749.
- Follow-the-number fuzzy-wuzzy lacing fun; no.4600. Whitman. On wrapper. © 31Jan66 (in notice: 1965); KK193568.
- Funny Face, 5 big clown faces, family game of fun; no.4990. Watkins Strathmore Co. On wrapper. © 11Nov65; KK192180.
- Fuzzy-wuzzy fun to learn lacing cards; no.4600. Whitman. On wrapper. © 31Jan66 (in notice: 1965); KK193569.
- Krazy Snaps exciting new action toy; 40 non-toxic plastic pieces; no.4750:1.00. Whitman Pub. Co. On wrapper. © 17Nov65; KK192174.
- Ring Toss; no.4730:1.00. On wrapper. © 9May66; KK195031.
- Sewing cards, playroom toys; 4 hole-punched cards, 4 plastic-tipped laces; no.4400. Whitman Pub. Co. On wrapper. © 27Aug65; KK192173.
- Simple objects, color and paint by number; no.4758:1.00. Whitman Pub. Co. [Box top] © 15Feb66; KK193570.
- Three marble games; no.4642. On wrapper. © 28Apr66; KK194747.
- WESTGATE-CALIFORNIA PRODUCTS, INC. ©  
Girard's zippy French dressing; net contents 6 fluid oz. 2 stickers. © 23Feb66; KK193148.
- WHAM-O MANUFACTURING CO. ©  
Genuine official ... Frisbee, it's soft, safe, unbreakable. Sheet. (Catalog sheet no.1322/1326) © 3Dec65; KK193362.
- Genuine official ... Frisbee, it's soft, safe, unbreakable. Sheet. (Catalog sheet no.13272F) NM: additions. © 26Jan66; KK193361.
- H1-n-dry soap dish, contemporary design; stock no.610. Sheet. © 25Mar66; KK193650.
- Nutty Knotter almost ties itself. Sheet. © 22Mar66; KK193649.
- Nutty Knotter, almost ties itself; stock no.282. Sheet. © 4Feb66; KK193760.
- Nutty Knotter almost ties itself! Window banner. Sheet. © 7Feb66; KK192981.
- Nutty Knotter, it's fun, knots appear like magic; stock no.282. Sticker. © 21Jan66; KK192545.
- Super ball baseball; stock no.293. Card. © 28Feb66; KK193354.
- Super ball dice, amazing action; stock no.298. Card. © 28Feb66; KK193355.
- Super Ball family; Super regular ball, stock no.2783. Sheet. © 2Feb66; KK193759.
- Super ball golf, wow what a ball; stock no.296. Card. © 28Feb66; KK193353.
- Super small ball; stock no.2942. Card. © 17Dec65; KK192501.
- Turbo-Tube, amazing space lift chamber; stock no.287. Card. © 20May66; KK194615.
- Turbo-Tube, amazing space lift chamber; stock no.287. Folder. © 20May66; KK194613.
- Turbo-Tube, amazing space lift chamber; stock no.287. Sheet. © 20May66; KK194614.
- Turbo-Tube, amazing space lift chamber for anti-gravity action; stock no.287. Sheet. © 2Jun66; KK194980.
- Wheelie-Bar, bicycle accessory by Wham-O. Sheet. © 9Jun66; KK194908.
- Wheelie-Bar; precision engineered permanent accessory. Sheet. © 20May66; KK194612.



## COMMERCIAL PRINTS AND LABELS

- WHEELER, HAL.  
How to housebreak your dog. See  
STEELE (R. C.) CO.
- WHITMAN PUB. CO. ©  
Extra large donkey party and 25 other  
party games booklet; no.4631.  
On wrapper. © 30Mar66; KK193992.  
Kentucky Derby racing game; no.4636.  
On wrapper. © 22Apr66; KK194748.
- WILHOLD GLUES, INC. ©  
Ideas for doing with Glu-Gal glue.  
Sheet. © 15Nov65; KK192755.
- WILKAS, STANLEY A. ©  
Red bats from deep in big cypress  
swamp of Florida. Sheet.  
© 18Mar66; KK194188.
- WILLIAMS, RALPH WILLIAM.  
For works by Ralph William Williams  
See BRECK (JOHN H.) INC.
- WILSON (A. L.) CHEMICAL CO. ©  
Laundryman's guide to simplified  
stain removal; Yellow Go titanium  
dye stripper. Folder. © 13Jan66;  
KK192186.  
Simplified spotting for modern dry-  
cleaners; Tar Go. Folder.  
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- WINCO. See WESTERN ADMATS, INC.
- WINDHAM, BENNIE. ©  
B. W. records. Sticker. © 7Jun66;  
KK194902.
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Buy 100 clamps, get 110 in the  
Wittek Sure-Tite plus-pak.  
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- Extra sales maker proven in action;  
Sure-Tite profit rack. Sheet.  
© 1Apr66; KK195059.  
Sure-Tite clamps for marine, industrial  
and automotive applications.  
Sheet. © 29Dec65; KK192183.  
Sure-Tite stainless steel clamps for  
plastic pipe; deep-slotted Hex-  
Head screw. Sheet. © 30Nov65;  
KK192842.
- WITTER (DEAN) & CO. ©  
Where's your investment opportunity?  
(In Time, June 10, 1966, p.R1)  
Appl. author: J. Walter Thompson  
Co. © 10Jun66; KK195089.  
Where's your investment opportunity?  
Chemical industry. (In Business  
week, Apr. 9, 1966, p.2A) Appl.  
author: J. Walter Thompson Co.  
© 9Apr66; KK194030.
- WOLANIUK, JULIAN. ©  
D.M.C. cross-stitch. [Jesus Christ  
holding Bible] Julian Wolaniuk;  
artist. Sheet. © 15Mar66;  
KK193944.  
D.M.C. cross-stitch. [Madonna &  
Child] Julian Wolaniuk, artist.  
Sheet. © 15Mar66; KK193943.
- WOLVERINE SHOE & TANNING CORP. ©  
Kicky heels, soft sidewalks, Hush  
Puppies! (In Mademoiselle, Feb.  
1966, p.118) © 27Jan66; KK192470.  
Make sure your next boots are light,  
rugged and comfortable, make sure  
they're Wolverine. (In Farm  
journal, May 1966, p.46-47)  
© 25Apr66; KK194145.  
Make sure your next boots are light,  
rugged and comfortable, make sure  
they're Wolverine. (In Sports  
afield, May 1966, p.102-103)  
© 29Apr66; KK194237.
- WOLVERINE WORLD WIDE, INC. ©  
You and your sidewalks never had it so  
soft; Hush Puppies. (In Family  
weekly, May 22, 1966, p.6)  
© 21May66; KK194884.
- WOOD, A. BERNIE.  
Ma & Pa's country candy. On bag.  
© 9May66; KK194616.
- WORLD OF BEAUTY CLUB. ©  
The World of Beauty Club invites you  
to become more attractive. (In  
Ingenuue, May 1966, p.11) Appl.  
author: Reuben H. Donnelley Corp.  
© 26Apr66; KK193969.
- WORLD TOY HOUSE, INC. ©  
Fun toys from the Toy House; Little  
Housekeeper dust pan set. (In  
Jack and Jill, Feb. 1966, p.2 of  
cover) Appl. author: Hartogensis &  
Kuhl, Inc. NM: additions & re-  
visions. © 24Jan66; KK193697.
- YELLOWSTONE DISTILLERY CO. ©  
Is Yellowstone the finest bourbon in  
Kentucky, the home of bourbon?  
(In U. S. news & world report,  
Apr. 4, 1966, p.33) Appl. author:  
Post-Keyes-Gardner, Inc. © 28Mar66  
(in notice: 1965); KK194689.
- ZITTING STORES, INC. See SHOPPER'S  
DIVIDEND.
- ZOTOS, SALES AFFILIATES, INC. See  
SALES AFFILIATES, INC. ZOTOS.

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## RENEWAL REGISTRATIONS

A list of prints and labels for which renewal registrations were made during the period covered by this issue. Arrangement is alphabetical under the name of the claimant of renewal copyright. Information relating to both the original and the renewal registration is included in each entry.

- AUBURN FRUIT EXCHANGE.  
Donner, for mountain bartlette.  
© 3May38; Label 51606. Auburn  
Fruit Exchange (P); 29Mar66;  
R383480.
- AYRSHIRE BREEDERS' ASSN.  
Approved Ayrshire milk. © 15Mar38;  
Print 16924. Ayrshire Breeders'  
Assn. (P); 20Dec65; R378678.
- BAILEY, LEWIS BIRDWELL.  
Kleen Kitt. © 21Jun38; Label 51736.  
Lewis Birdwell Bailey (P); 3Jun66;  
R386859.
- BLOOMINGTON PROVISION CO.  
Tast-tee stk. © 14Nov38; Print 17196.  
Bloomington Provision Co. (PWL); (P)  
2Feb66; R379828.
- BOYLAN, A. H.  
Windex label, cleanser for glass,  
porcelain & tile. See DRACKETT  
CO.
- BRADSHAW (R. D.) & SONS.  
Bradshaw's. © 1Feb39; Label 53011.  
R. D. Bradshaw & Sons (P); 11Mar66;  
R381895.
- BRILLIANT (SAMUEL) CO.  
Ground gainer shoe. © 13Dec38; Label  
52626. Samuel Brilliant Co. (P);  
2Feb66; R379829.
- BUB (PETER) BREWERY, INC.  
Bub's Pilsen beer. © 10Apr39;  
Label 53295. Peter Bub Brewery,  
Inc. (P); 12Apr66; R384167.
- CASTLE & COOKE, INC.  
Dole crushed pineapple. © 2Jun38;  
Label 51729. Castle & Cooke, Inc.  
(P); 14Feb66; R380656.
- Dole juice. © 2Jun38; Label 51572.  
Castle & Cooke, Inc. (P); 14Feb66;  
R380653.
- Dole pineapple gems. © 2Jun38;  
Label 51574. Castle & Cooke, Inc.  
(P); 14Feb66; R380655.
- Dole pineapple stars and bars.  
© 9Sep38; Label 51949. Castle &  
Cooke, Inc. (P); 14Feb66; R380657.
- Dole pineapple tidbits. © 2Jun38;  
Label 51573. Castle & Cooke, Inc.  
(P); 14Feb66; R380654.
- CHAMPION PAPERS, INC.  
Territorial design no.129A.  
© 21Mar38; Label 52510. Champion  
Papers, Inc. (P); 2Feb66; R379837.
- Territorial design no.129B. © 30Sep38  
Label 52509. Champion Papers, Inc.  
(P); 2Feb66; R379836.
- Territorial design no.205NW.  
© 13Jun38; Label 52508. Champion  
Papers, Inc. (P); 2Feb66; R379835.
- Territorial design no.211A. © 1Dec38;  
Label 52507. Champion Papers, Inc.  
(P); 2Feb66; R379834.
- Territorial design no.320A. © 14Feb38;  
Label 52506. Champion Papers, Inc.  
(P); 2Feb66; R379833.
- Territorial design no.369. © 23Mar38;  
Label 52505. Champion Papers, Inc.  
(P); 2Feb66; R379832.
- Territorial design no.370. © 28Mar38;  
Label 52503. Champion Papers, Inc.  
(P); 2Feb66; R379830.
- Territorial design no.371. © 28Jul38;  
Label 52553. Champion Papers, Inc.  
(P); 2Feb66; R379840.
- Territorial design no.372. © 9Aug38;  
Label 52552. Champion Papers, Inc.  
(P); 2Feb66; R379839.
- Territorial design no.374. © 31Oct38;  
Label 52504. Champion Papers, Inc.  
(P); 2Feb66; R379831.
- Territorial design no.375. © 25Nov38;  
Label 52551. Champion Papers, Inc.  
(P); 2Feb66; R379838.
- DRACKETT CO.  
Windex label, cleanser for glass,  
porcelain & tile. By A. H. Boylan.  
© 5Feb38; KK20922. Drackett Co.  
(PWL); 24Jan66; R384537.
- DRENNON FOOD PRODUCTS CO.  
Jake's delicious potato chips.  
© 18Nov38; Label 52404. Drennon  
Food Products Co. (P); 21Feb66;  
R380948.
- GODCHAUX SUGAR REFINING CO.  
Godchaux's. © 17Jun38; Label 52089.  
Godchaux Sugar Refining Co. (P);  
7Jun66; R387623.
- HART, F. PALMER.  
Apple Aces. © 19Jul38; Label 52897.  
F. Palmer Hart (P); 4Feb66; R379875.
- HAYS (DANIEL) CO.  
Finger free for gloves. © 11Aug38;  
Label 51730. Daniel Hays Co. (P);  
13Apr66; R384547.
- HUDSPETH, GEORGE T.  
Film ribbon, the cellophane typewriter  
ribbon with the clean edge.  
© 15Jun38; Label 52831. George T.  
Hudspeth (P); 28Feb66; R381121.
- LIPTON (THOMAS J.) INC.  
Lipton's tea, Ceylon & India, yellow  
& red. © 1Mar38; Label 51399.  
Thomas J. Lipton, Inc. (P);  
4Feb66; R379880.
- Lipton's tea, Ceylon & India; yellow  
and red, 8 oz. © 1Mar38; Label  
51339. Thomas J. Lipton, Inc. (P);  
4Feb66; R379877.
- Lipton's tea, choice blended black and  
green. © 1Mar38; Label 51398.  
Thomas J. Lipton, Inc. (P); 4Feb66;  
R379879.
- Lipton's tea, choice blended English  
breakfast. © 1Mar38; Label 51338.  
Thomas J. Lipton, Inc. (P);  
4Feb66; R379876.
- Lipton's tea, choicest young Hyson;  
green and black. © 1Mar38; Label  
51397. Thomas J. Lipton, Inc. (P);  
4Feb66; R379878.
- MACKLANBURG-DUNCAN CO.  
Nu glaze. © 1Nov38; Label 52650.  
Macklanburg-Duncan Co. (P);  
18Mar66; R381637.
- MASTER CHEMICAL CO.  
Master X. © 27Jun38; Label 52989.  
Master Chemical Co. (P); 15Feb66;  
R380154.
- MELSTER CANDIES, INC.  
Cherrie. © 17Feb38; Label 52678.  
Melster Candies, Inc. (P); 8Feb66;  
R380053.
- MUNSINGWEAR, INC.  
It's smart to be comfortable.  
© 8Dec38; Print 17201. Munsingwear,  
Inc. (P); 1Mar66; R380637.
- It's smart to be comfortable.  
© 8Dec38; Print 17284. Munsingwear,  
Inc. (P); 1Apr66; R383635.
- It's smart to be comfortable.  
© 8Dec38; Print 17285. Munsingwear,  
Inc. (P); 1Apr66; R383636.

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 Inc. (P); 1Apr66; R383637.  
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 © 8Dec38; Print 17287. Munsingwear,  
 Inc. (P); 1Apr66; R383638.

## OCONOMOWOC CANNING CO.

Big sweet tender garden peas.  
 © 20Aug38; Label 51836. Oconomowoc  
 Canning Co. (P); 19Apr66; R385661.

## ROUSE, GRADY D.

Tex-O-Lene Chief, chief of them all.  
 © 1Mar39; Print 17503. Grady D.  
 Rouse (P); 2May66; R385454.

## SCHAEFER (F. &amp; M.) BREWING CO.

Gunther's label for ale. © 30Nov38;  
 Label 52414. F. & M. Schaefer  
 Brewing Co. (P); 16Mar66; R382549.  
 Gunther label for bock beer.  
 © 7Mar38; Label 50925. F. & M.  
 Schaefer Brewing Co. (P); 4Mar66;  
 R383052.

Gunther's beer label for lager beer.  
 © 1Dec38; Label 52298. F. & M.  
 Schaefer Brewing Co. (P); 16Mar66;  
 R382548.

## SILVER STAR BEDDING CO.

Good morning mattress. © 30Jan39;  
 Label 52620. Silver Star Bedding  
 Co. (P); 21Feb66; R380949.

## STERLING BREWERS, INC.

Sterling tops them all. © 13Apr38;  
 Print 16960. Sterling Brewers,  
 Inc. (P); 13Apr66; R385255.

## UNITED BAKING CO., INC.

Lady Betty golden bantam succotash.  
 © 15May39; Label 53442. United  
 Baking Co., Inc. (P); 7Jun66;  
 R387622.

## WARWICK CLUB GINGER ALE CO., INC.

Speed ball. © 13Feb39; Label 52728.  
 Warwick Club Ginger Ale Co., Inc.  
 (P); 24Feb66; R381055.

## WEISERT (JOHN) TOBACCO CO.

Summer Delight orange flavored syrup.  
 © 25May39; Label 53251. John  
 Weisert Tobacco Co. (P); 15Jun66;  
 R388092.

## WESTERN FRUIT GROWERS SALES CO.

Buffalo brand. © 21Nov38; Label  
 53257. Western Fruit Growers  
 Sales Co. (P); 12Jan66; R378251.

## WEYERHAEUSER CO.

Timber is a crop. © 20Mar39; Print  
 17399. Weyerhaeuser Co. (P);  
 21Mar66; R382701.

## WIESEHAN (JOHN) &amp; CO., INC.

Full o' sun fresh vegetables label.  
 © 1Mar38; Label 52967. John  
 Wiesehan & Co., Inc. (P); 23Feb66;  
 R381198.

## WRITE, INC.

Typ-Rol. © 15May39; Label 53207.  
 Write, Inc. (P); 17May66; R386532.

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# Commercial Prints and Labels

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C	Lectures and other works prepared for oral delivery	
D	Dramatic or dramatico-musical works	
R	Renewal registrations	
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E	Musical compositions	
R	Renewal registrations	
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F	Maps	
R	Renewal registrations	

- O Published works of foreign origin registered under the waiver-of-fee provision (section 215 of Title 17 of the *United States Code*). (BIO, GFO)
- P Published works in classes for which registration is possible for either published or unpublished works (except those for which the second letter F, explained above, is appropriate). (EP, JP)
- U Unpublished works in classes for which registration is possible for either published or unpublished works. (DU, EU)

*Price per  
semiannual  
issue*

Parts 7-11A	Works of Art, Reproductions of Works of Art, Scientific and Technical Drawings, Photographic Works, Prints and Pictorial Illustrations.....	\$2. 50
G	Works of art and models or designs for works of art	
H	Reproductions of works of art	
I	Drawings or sculptural works of a scientific or technical character	
J	Photographs	
K	Prints and pictorial illustrations	
R	Renewal registrations	
Part 11B	Commercial Prints and Labels.....	2. 50
KK	Commercial prints and labels	
R	Renewal registrations	
Parts 12-13	Motion Pictures and Filmstrips.....	2. 50
L	Motion-picture photoplays	
M	Motion pictures other than photoplays	
R	Renewal registrations	

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## Introduction

PART 11B lists domestic and foreign prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in class K under the symbol KK. Works for which the copyright has been renewed are listed separately in the Renewal Registration section.

Arrangement is alphabetical under the name of the copyright claimant. Each work is described in a main entry which includes information pertinent to the copyright claim. References lead from the names of joint claimants and authors and from variant forms of names. The copyright symbol © following the name under which the entry is listed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper unless it is necessary to record additional information from the application not included in the heading; e.g.,

FARRELL, JAMES EDWARD. ©

Bowl a word, a fascinating word game. © 20Aug66;  
KK196000.

FRANKONIA PRODUCTS, INC.

Rambler Classic station wagon. (License-plated model cars) © Frankonia, a.a.d.o. Frankonia Products, Inc.;  
8Aug66; KK195800.

Each main entry for currently registered works includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

- 1) Title, amplified if necessary by a brief description of the pictorial content of the work, and followed by any variant title.
- 2) Names of contributors to the work.
- 3) Physical description, consisting of the number of pages or other terms descriptive of the work.
- 4) Series statement.
- 5) Special descriptive data, limited to registrations which appeared in a newspaper or periodical, giving the name and issue date of the publication, the number of the page on which the item will be found, and the place of publication if published abroad.
- 6) Names of authors given in the application which do not appear elsewhere in the entry.
- 7) Name of the employer in the case of a work made for hire, if so named in the application.
- 8) Information contained in the application which relates to the registration of an earlier version of the work.
- 9) Brief statement of the new matter on which copyright is claimed, preceded by the abbreviation NM, if this information is given in the application and is not indicated elsewhere in the entry.
- 10) Copyright symbol ©.



- 11) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.
- 12) Date of publication as given in the application.
- 13) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application is given first, followed by the phrase "in notice" and the data given in the work; e.g., © Richard Roe & Co.; 8Aug66 (in notice: 1965); KK195798.

For renewal registrations, the main entry includes, in addition to the claimant's name under

which it is filed, the following items of information if available and applicable:

- 1) Title.
- 2) Copyright symbol ©.
- 3) Date of original copyright.
- 4) Original registration number.
- 5) Name of the renewal claimant followed by a statement in parentheses, usually abbreviated, giving the basis of the renewal claim as supplied by the applicant, e.g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co. as proprietor.
- 6) Date of receipt of the renewal application or the fee, whichever is later.
- 7) Renewal registration number.

## Abbreviations and Symbols

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings.

a.a.d.o.	accepted alternative designation of
a.k.a.	also known as
appl.	application
©	copyright symbol
d.b.a.	doing business as
NM	new matter

p.	page, pages
(P)	proprietor of a commercial print or label
pseud.	pseudonym
pub.	published, publishing
(R)	renewal registration
rev.	revised
t.a.	trading as
v., vol., vols.	volume, volumes

## Registrations July-December 1966

Domestic published commercial prints and labels .....	2, 791
Foreign published commercial prints and labels .....	0
Total .....	2, 791
Renewals .....	46

These figures represent the number of registrations for commercial prints and labels for July-December 1966, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

# COMMERCIAL PRINTS AND LABELS

## CURRENT REGISTRATIONS

A list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Arrangement is alphabetical under the name of the copyright claimant. References from the names of joint claimants and authors and from variant forms of names are interfiled.

### A

#### A & L HOSIERY CO. ©

Lady Lovely; 2 perfectly matched pairs. On bag. © Allen Higgins d.b.a. A & L Hosiery Co.; 12Jul66; KK196001.

#### ABBEY CARPET CO., INC. ©

Abbey Carpet proudly presents \$1,000,000 Monarch carpet sale. (In San Francisco examiner, Aug. 8, 1966, p.23) © 8Aug66; KK196168.

Greatest sale you've ever seen, 1967 Monarch Mills preview luxury carpet fit for a queen. (In The Sacramento bee, Aug. 7, 1966, p.A20) © 7Aug66; KK196167.

#### ABBOTT LABORATORIES. ©

Cyclachaena xanthifolia, prepare for seasonal weed pollinosis now; Burweed marsh elder. Folder. © 17Mar66; KK196192.

#### ACME APPLIANCE MANUFACTURING CO. ©

Can you identify this important detail in design? Bottom pivot. (In Automation in housing, Feb. 1966, p.6) © 15Feb66; KK195703.

Can you identify this important detail in design? Jamb bracket. (In Automation in housing, Apr. 1966, p.22) © 15Apr66; KK195706.

Can you identify this important detail in design? Ratchet wrench. (In Automation in housing, June 1966, p.18) © 15Jun66; KK195707.

How to install Acme steel door frame series 6000. Sheet. © 18Mar66; KK195704.

Pre-painted steel door frames. Folder. © 23Mar66; KK195705.

#### ADVANCE DESIGN. ©

Image hair controller by Hoffman; net wt. 13 ozs. Sticker. © 1Aug65; KK196051.

#### AEROQUIP CORP. ©

How to use series E end fittings. Sheet. (Bulletin 837-A) © 7Jun66; KK195677.

Operating instructions for the Aeroquip M-5 ratchet buckle for use with wire mesh containers. Sheet. (Bulletin 838-A) © 7Jun66; KK196633.

Universal diesel refueling nozzle. Sheet. (Railroad engineering bulletin REE-23) © 27May66; KK195678.

#### AEROSOL CORP. OF AMERICA.

Crazy Bubbles, bubble blowing bubble bath; 7 fl. oz. On bottle. © Aerosol Corp. of America, a subsidiary of Shulton, Inc.; 20Jul66; KK196627.

Crazy foam; net wt. 6 oz. Bull. On can. © Aerosol Corp. of America, subsidiary of Shulton, Inc.; 6Jun66; KK195195.

Crazy foam; net wt. 6 1/2 oz. Crocodile. On can. © Aerosol Corp. of America, subsidiary of Shulton, Inc.; 6Jun66; KK195196.

Crazy foam; net wt. 6 1/2 oz. Santa Claus. On can. © Aerosol Corp. of America, subsidiary of Shulton, Inc.; 6Jun66; KK195194.

Winter Wonderland magic soap tree; net wt. 2 1/2 ozs; contents, 1 soap tree in plastic pot. On folding carton. © Aerosol Corp. of America, subsidiary of Shulton, Inc.; 6Jun66; KK195197.

#### AFFILIATED DISTILLERS BRANDS CORP. ©

Schenley's idea swapper contest, easy to win; new Insta-Chek bottle counts the ounces; Schenley Reserve. (In Club management, Aug. 1966, p.6-7) © 1Aug66; KK197143.

There are 8 top bourbons, this is the only one Pan Am serves worldwide; I. W. Harper Kentucky straight bourbon whiskey. (In Clipper magazine, Sept. 11, 1966, p.20) © 11Sep66; KK197145.

#### AGET MANUFACTURING CO. ©

Dustkop Filterkop. Sheet: NM: revision. © 28Feb66; KK197206.

Dustkop Filterkop; FT-40 secondary filter. Sheet. © 28Feb66; KK197205.

#### AIR DEVICES, INC. ©

Agitair extruded aluminum Agitrak linear air outlets. Folder. Appl. author: George J. Sweeney. © 20Dec65; KK197279.

Agitair VCV variable volume units. Folder. Appl. author: George J. Sweeney. © 9Sep66; KK197576.

#### AIR LITE W. S. CORP.

Stuby, the no-sway device for securely holding art, pictures, etc. in fixed position. Sheet. Appl. author: Albert E. Davis. © Air Lite Corp. a.a.d.o. Air Lite W. S. Corp.; 30Jun66; KK197224.

#### AJAX PLASTIC PRODUCTS, INC. ©

11 quart dishpan; stock no.569. Sticker. Appl. author: Bertram W. Coltman, Jr. © 18Sep66; KK196361.

Freeze, boil, serve; pint food containers; stock no.554L; 9.

Sticker. Appl. author: Bertram A. Coltman, Jr. © 9Feb66; KK196360.

#### ALBERTO-CULVER CO. ©

Are you putting us on? Alberto VO5 new hair spray formula. (In American hairdresser, Oct. 1966, p.53) Appl. author: J. Walter Thompson Co. © 25Sep66; KK196829.

Finally, an easy one-step way to color gray; Alberto VO5 hair color lotion. (In Profitunities, July 1966, p.53) Appl. author: J. Walter Thompson Co. © 1Jul66; KK196564.

First one step way to cover gray & match your natural color; Alberto VO5 hair color lotion. (In The Reader's digest, Oct. 1966, p.198-199) Appl. author: J. Walter Thompson Co. © 25Sep66; KK196828.

For hair that's rich in gleaming highlights; Get Set professional shampoo. (In American hairdresser, Dec. 1966, p.3) Appl. author: J. Walter Thompson Co. © 20Nov66; KK197817.

Get Set for body without a permanent. (In Seventeen, Nov. 1966, p.219)

Appl. author: J. Walter Thompson Co. © 28Oct66; KK197298.



- ALBERTO-CULVER CO.-Con.  
Get this deluxe set of stainless steel steak knives free with one dozen Alberto V05 permanent wave. (In American hairdresser, Nov. 1966, p.22) Appl. author: J. Walter Thompson Co. © 20Oct66; KK197818.
- How can you top your prettiest styles, with this; Final Glow. (In American hairdresser, July 1966, p.71) Appl. author: J. Walter Thompson Co. © 25Jun66; KK196565.
- Introducing V05 Clear for extra control, the biggest news in grooming since the comb. (In Life, Nov. 4, 1966, p.43) Appl. author: J. Walter Thompson Co. © 31Oct66; KK197297.
- New dusting discovery; Kleen Guard. (In The Reader's digest, May 1966, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Apr66; KK195933.
- This new product will become as essential to you as your toothbrush; FDS, feminine deodorant spray. Sheet. Appl. author: Campbell-Ewald Co. © 14Nov66; KK197358.
- \$12.00 worth of the finest stainless steel shaper blades free; Alberto V05 permanent wave. (In American hairdresser, Aug. 1966, p.18) Appl. author: J. Walter Thompson Co. © 20Jul66; KK196006.
- Utterly new, absolutely free; Alberto V05 Conditioner, especially for color treated hair. (In Family circle, Apr. 1966, p.109) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Mar66; KK195934.
- ALBERTO-CULVER CO. HOUSEHOLD PRODUCTS DIVISION. ©  
Now, damp mop with Kleen Guard and you need never wax your floors again! (In Record, Stockton, Calif., Feb. 23, 1966, p.42) Appl. author: Knox Reeves Advertising. © 23Feb66; KK197398.
- ALCONOX, INC. ©  
Where perfection depends on cleanliness use the world's finest detergents; Alconox. Folder. © 7Oct66; KK197173.
- ALLEN ORGAN CO. ©  
When your Allen finally comes, you'll be glad you waited; theatre compact organ. (In House & garden, Oct. 1966, p.64) Appl. author: N. W. Ayer & Son, Inc. © 17Sep66; KK197209.
- ALTNOW, GEORGE GUSTAV.  
Pacific Wire-Grams. See PACIFIC WIRE WORKS CO.
- ALUMINUM ASSN. ©  
Aluminum gives you a sporting advantage; marine aluminum. (In Motor boating, April 1966, p.99) Appl. author: Foote, Cone & Belding. © 1Apr66; KK195879.
- Aluminum is the most plentiful metallic element in the world. (In Electrical wholesaler, July 1966, p.123) Appl. author: Foote, Cone & Belding. © 1Jul66; KK195739.
- Doris baked our first ham in an aluminum pan and I made a pig of myself; aluminum cookware. (In The Bride's magazine, June/July 1966, p.56) Appl. author: Foote, Cone & Belding. © 12May66; KK195883.
- Down with rusting ... down with cracking, up with aluminum gutters and downspouts. (In Better homes & gardens, Oct. 1966, p.36) Appl. author: Foote, Cone & Belding. © 15Sep66; KK196911.
- More and more dealers are turning to aluminum building products and turning bigger profits. (In Building supply news, Sept. 1966, p.26) Appl. author: Foote, Cone & Belding. © 10Sep66; KK196910.
- The more you know about siding, the more you'll side with aluminum. (In Practical builder, May 1966, p.40) Appl. author: Foote, Cone & Belding. © 25Apr66; KK195894.
- One cubic foot of aluminum weighs 169 pounds, one of copper 560 pounds, light weight is one good reason why you should use aluminum building wire. (In Electrical wholesaler, Aug. 1966, p.133) Appl. author: Foote, Cone & Belding. © 1Aug66; KK196907.
- Over 3,000,000 homes have aluminum siding, and we're shouting it from the housetops! (In NAHB Journal of home building, April 1966, p.17) Appl. author: Foote, Cone & Belding. © 4Apr66; KK195896.
- September is aluminum siding month and we're telling the world all about it. (In Building supply news, Aug. 1966, p.26) © 25Jul66; KK196906.
- Why do chickens who live in aluminum houses lay more eggs? (In Time, July 29, 1966, p.61) Appl. author: Foote, Cone & Belding. © 26Jul66; KK195740.
- You can net up to \$45,000 more a year with this new aluminum fishing boat, and that's no fish story; marine aluminum. (In Fishing gazette, Sept. 1966, p.7) Appl. author: Foote, Cone & Belding. © 12Sep66; KK196736.
- ALVEY CONVEYOR MANUFACTURING CO. ©  
Model 400 Alvey, St. Louis, all automatic de-palletizer. Rev. May 1965. Folder. (Section 850) Appl. author: Henry C. McInerney. © 7May65; KK195841.
- Pressure-Ease, Alvey Conveyor's answer to pressure build-up on accumulating lines. Folder. (Section 303.1) Appl. author: Henry C. McInerney. © 17May65; KK195840.
- ALVIN CORP.  
Alvin sterling presents vital, vibrant Vivaldi. Folder. © Alvin a.a.d.o. Alvin Corp.; 13Jun66; KK195751.
- Great American beauties; since 1886, Alvin sterling. (In The Providence Sunday Journal, Nov. 13, 1966, p.W-16) © Alvin a.a.d. for Alvin Corp.; 13Nov66; KK197601.
- AMERACE CORP. PENETONE CHEMICAL DIVISION. ©  
Pen-O-Jet rug spotter; follow me. Sticker. © 27Jul66; KK196393.
- AMERICAN BAKERIES CO. ©  
New from Taystee bread, giant sandwich loaf. (In Star, Kansas City, June 9, 1966, p.7A) Appl. author: J. Walter Thompson Co. © 9Jun66; KK195600.
- Now in Merita's special airtight plastic bag, that's instantly reclosable; Merita king. (In The Herald-tribune, Sarasota, Fla., Mar. 3, 1966, p.56) Appl. author: J. Walter Thompson Co. © 3Mar66; KK197296.
- Take a giant step to big eating enjoyment; Cook Book giant. (In Houston chronicle, Sept. 19, 1966, section 3, p.3) Appl. author: J. Walter Thompson Co. © 19Sep66; KK196830.
- AMERICAN BOOK CO. ©  
Can I keep him? Just for something; Tom Whitman; I-40-5. Record sleeve. © 25Oct66; KK197760.
- Dandy Dog and the ABC early learning program. By Hermese E. Roberts, John D. McNeill, Thomas Whitman. Folder. © 18Aug66; KK196196.
- Just ask; A friend; Tom Whitman; I-40-1. Record sleeve. © 25Oct66; KK197759.
- Look at me; I did it; Tom Whitman; I-40-4. Record sleeve. © 25Oct66; KK197756.
- Me first; The helper; Tom Whitman; I-40-3. Record sleeve. © 25Oct66; KK197757.
- Next time; It's mine; Tom Whitman; I-40-2. Record sleeve. © 25Oct66; KK197758.
- AMERICAN CREATIVE. ©  
Temper trapper, invaluable for those moments. © 24Jul66; KK195829.
- AMERICAN CYANAMID CO. ©  
Product information on rubber chemicals and specialty elastomers. 12 p. © 9May66; KK196312.
- Stability of AM-9 chemical grout gels. 5 p. © 10Feb66; KK196313.
- AMERICAN DEFIBRATOR, INC. ©  
Type C defibrator segments. Sheet. © 17Jun66; KK195650.
- Type L-36 defibrator segments. Sheet. © 17Jun66; KK195649.
- Type 900mm raffinator segments. Sheet. © 17Jun66; KK195651.
- AMERICAN DOG REGISTRY. ©  
Protection for your dog against theft. Sheet. Appl. author: Roy H. Green. © 28Sep66; KK196703.
- AMERICAN ELECTRIC POWER SYSTEM, INC. ©  
The Comfort Twins offer you a package deal; flameless electric heating & cooling. Folder. Appl. author: Richard N. Miller. © 19May66; KK197215.
- Get the Comfort Twins in a package deal; now you can convert your warm air heating system to both flameless electric heating and air-conditioning. (In Fort Wayne news-sentinel, May 19, 1966, p.10D) Appl. author: Richard N. Miller. © 19May66; KK197216.
- Get the Comfort Twins in one low-cost package; convert your warm air heating system to both flameless electric heat and air conditioning. (In Fort Wayne journal-gazette, May 21, 1966, p.9A) Appl. author: Richard N. Miller. © 21May66; KK197217.
- AMERICAN ENKA CORP. ©  
Belding Corticelli has just named its summer 1967 print line; DeLito. (In Women's wear daily, Dec. 6, 1966, p.26-27) © 6Dec66; KK197711.
- AMERICAN HONDA MOTOR CO., INC. ©  
The big picture from Honda; Trail 90. (In Cycle, Sept. 1966, p.2-3) Appl. author: Grey Advertising, Inc. © 16Aug66; KK197315.

- C. R. Griffith is a citrus rancher in California's Ojai Valley; Trail 55. (In Farm journal, Sept.-Oct. 1964, p.66-1) Appl. author: Grey Advertising, Inc. © 19Sep64; KK197339.
- Honda summer sales festival at your Honda dealers' now; Sport 65. (In The Detroit news, July 15, 1966, p.2C) Appl. author: Grey Advertising, Inc. © 15Jul66; KK197305.
- Honda wins. (In Cycle, Oct. 1966, p.2-3) Appl. author: Grey Advertising, Inc. © 16Sep66; KK197314.
- Intelligence agent. [Endorsed by Luigi Taveri] (In Cycle, July 1966, p.1) Appl. author: Grey Advertising, Inc. © 14Jun66; KK197309.
- Newcomer; newest from Honda, the CB-160. (In Cycle world, Dec. 1964, p.4 of cover) Appl. author: Grey Advertising, Inc. © 19Nov64; KK197340.
- The 1966 Grand Prix world championship results are in, Honda wins all five classes. (In Cycle, Nov. 1966, p.2-3) Appl. author: Grey Advertising, Inc. © 13Oct66; KK197313.
- Now, the Honda fall sales spectacular. (In The Olympian, San Diego Mesa College, Sept. 22, 1966, p.5) Appl. author: Grey Advertising, Inc. © 22Sep66; KK197317.
- The only problem left is catching the fish. [Endorsed by Dennis K. Boultinghouse] (In Field & stream, July 1966, p.1) Appl. author: Grey Advertising, Inc. © 24Jun66; KK197312.
- Some people have all the fun. [Campus scene] (In Look, Sept. 6, 1966, p.33) Appl. author: Grey Advertising, Inc. © 22Aug66; KK197318.
- Some people have all the fun. [Commuter train scene] (In Life, July 22, 1966, p.45) Appl. author: Grey Advertising, Inc. © 18Jul66; KK197319.
- Some people have all the fun. [Couple in New York City] (In Life, Aug. 19, 1966, p.84) Appl. author: Grey Advertising, Inc. © 15Aug66; KK197020.
- Some people have all the fun. [Little League scene] (In Life, June 10, 1966, p.83) Appl. author: Grey Advertising, Inc. © 7Jun66; KK195435.
- Some people have all the fun. [Rodeo scene] (In Life, June 24, 1966, p.50) Appl. author: Grey Advertising, Inc. © 20Jun66; KK195434.
- Some people have all the fun. Wedding scene. (In Life, May 20, 1966, p.78-79) Appl. author: Grey Advertising, Inc. © 16May66; KK195433.
- Take a fresh view of things. (In Playboy, Sept. 1965) Appl. author: Grey Advertising, Inc. © 12Aug65; KK196631.
- Take your Trail 90 anywhere, says Bob Agramonte. (In Field & stream, Mar. 1966, p.13) Appl. author: Grey Advertising, Inc. © 24Feb66; KK197311.
- The Trail 90 is making hiking obsolete, says Tony Rogers. (In Field & stream, May 1966, p.81) Appl. author: Grey Advertising, Inc. © 22Apr66; KK197310.
- What's new in wheels? 4 minus 2. (In Playboy, Aug. 1965, p.44) Appl. author: Grey Advertising, Inc. © 15Jul65; KK196632.
- When buying a portable generator, dependability is important; the Honda E-300 generator has it. [Man working beside A-frame house] (In Marine products, Aug. 1966, p.5) Appl. author: Grey Advertising, Inc. © 5Aug66; KK197304.
- When deciding which portable generator is best for you, consider the name behind the product, a name like Honda. (In Boating, Oct. 1966, p.13) Appl. author: Grey Advertising, Inc. © 25Sep66; KK197306.
- When selecting a generator, portability is important; the Honda E-300 portable generator has it. Man boarding sailboat. (In Sports afield, July 1966, p.7) Appl. author: Grey Advertising, Inc. © 25Jun66; KK197308.
- When you're miles from nowhere, you can depend on your E-300. Campers with TV. (In Field & stream, June 1966, p.13) Appl. author: Grey Advertising, Inc. © 24May66; KK197307.
- You won't have to head for parts unknown when you own a Honda; genuine Honda parts. (In Cycle, Aug. 1966, p.2) Appl. author: Grey Advertising, Inc. © 14Jul66; KK197316.
- AMERICAN MACHINE & FOUNDRY CO. FOOD SERVICE DIVISION.  
AMF beverage dispensers, the money maker line. Folder. Appl. author: Potter Hazlehurst, Inc. © American Machine & Foundry Co., Food Service Division (in notice: American Machine & Foundry Co.); 14Oct66; KK197181.
- First AMF Lowerator self-leveling work dispensers. 1 v. (Bulletin W-2-66) Appl. author: Potter Hazlehurst, Inc. NM: additions. © American Machine & Foundry Co., Food Service Division (in notice: American Machine & Foundry Co.); 7Oct66; KK197179.
- First in mobile food service AMF cater cart. Sheet. Appl. author: Potter Hazlehurst, Inc. © American Machine & Foundry Co., Food Service Division (in notice: American Machine & Foundry Co.); 25Jul66; KK197180.
- AMERICAN SAINT GOBAIN CORP. ©  
ASG's Securit glass door lets you separate space without isolating people. Sheet. © American Saint Gobain; 24Jun66; KK195723.
- And here's how Illinois' Kennedy Development Company uses attractive mirror doors to help sell homes. Sheet. © American Saint Gobain; 30Sep66; KK196718.
- And here's how New York's Neptune Developers uses mirrors-on-a-stairway to help sell homes. Sheet. © American Saint Gobain; 30Aug66; KK196199.
- Church opens outward through a soaring prow of glass. Folder. © American Saint Gobain; 30Aug66; KK196197.
- From ASG glass packaging that serves as shipping unit, storage unit and dispensing unit, all in one! Folder. © American Saint Gobain; 30Aug66; KK196198.
- Here's a shimmering curtain of raindrops in a patterned glass, it comes from ASG, the innovator, it's called Beadex. Sheet. © American Saint Gobain; 30Sep66; KK196719.
- Here's an interior glass door with distinctive beauty at a mass production price, Securit glass door by ASG. Sheet. © American Saint Gobain; 30Sep66; KK196717.
- Who put the fashion look in glass this year; Pinstripe Finetex. Folder. © American Saint Gobain; 12Oct66; KK196720.
- AMERICAN TOBACCO CO. ©  
Brand new entry, Pimlico cigars. (In The Charlotte news, June 29, 1966, p.9A) Appl. author: Gardner Advertising Co., Inc. © 29Jun66; KK196052.
- Enjoy A & C Grenadiers, the cigar that's going places; Antonio y Cleopatra. (In Time, Oct. 28, 1966, p.74) Appl. author: Gardner Advertising Co., Inc. © 25Oct66; KK197729.
- Enjoy A&C, the cigar that's going places, Antonio y Cleopatra tastes so good it never lasts long enough. (In The New Yorker, Sept. 10, 1966, p.139) Appl. author: Gardner Advertising Co., Inc. © 10Sep66; KK196969.
- Filter tipped, luxury length; Pall Mall famous cigarettes. (In Life, July 1, 1966, p.56-57) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 27Jun66; KK195436.
- Filter tipped, luxury length; Pall Mall famous cigarettes. (In Playboy, Aug. 1966, p.29) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 12Jul66; KK195984.
- For menthol smokers, new luxury length; Pall Mall filter cigarettes. (In Suffolk sun, Long Island, Nov. 21, 1966, p.11-B) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 21Nov66; KK197636.
- The gold rush is on; Pall Mall gold sales are up 400% in last 4 months. (In United States tobacco journal, Aug. 25, 1966, p.7) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 25Aug66; KK196707.
- I smoke slow; Bull Durham. (In The Commercial appeal, Memphis, June 14, 1966, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 14Jun66; KK195232.
- Luxury length; Pall Mall's famous length of fine tobaccos, and a filter tip; outstanding and they are mild. (In World journal tribune, New York, Sept. 13, 1966, p.24) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 13Sep66; KK196664.
- Luxury Length Pall Mall famous cigarettes ... famous length of fine tobaccos and a filter tip. Outstanding and they are mild. (In New York world journal tribune, Sept. 13, 1966, p.24) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 13Sep66; KK196664.
- Natural spearmint for a cooler taste; Mayo's spearmint blend filter cigarettes. (In Providence evening bulletin, July 11, 1966, p.19) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11Jul66; KK197591.
- New Cold Harbor menthol cigarettes. (In Citizen-journal, Columbus, Ohio, July 15, 1966, p.2) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Jul66; KK197360.
- New luxury length; Pall Mall filter tipped. (In The Saturday evening post, Oct. 22, 1966, p.70-71) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 11Oct66; KK197284.



## AMERICAN TOBACCO CO.-Con.

- New Tennyson smacks of fresh menthol taste. (In The Saturday evening post, June 18, 1966, p.64a) Appl. author: Norman, Craig & Kummel, Inc. © 7Jun66; KK195517.
- Pall Mall filter tipped; luxury length. (In New York world journal tribune, Sept. 12, 1966, p.55) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 12Sep66; KK196663.
- Pall Mall filter tipped; new luxury length. (In Life, Nov. 4, 1966, p.4 of cover) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 31Oct66; KK197379.
- Pall Mall filter tipped new luxury length. (In The Boston herald, Oct. 18, 1966, p.42) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 18Oct66; KK197189.
- Pall Mall filter tipped, the long cigarette that's long on flavor. (In Life, Oct. 7, 1966, p.4 of cover) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 30Oct66; KK197109.
- A pinch is all it takes to enjoy the newest taste in cigarettes; Waterford with the water tip. (In Time, Nov. 11, 1966, p.103) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Nov66; KK197588.
- Shake hands with L. S. Green; Lucky Strike Green, the fine tobacco cigarette with menthol. (In Daily news, New York, Oct. 4, 1966, p.24) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 4Oct66; KK197586.
- Shake hands with L. S. Green; Lucky Strike Green, the fine tobacco cigarette with menthol. (In The Saturday evening post, Sept. 10, 1966, p.56-57) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Aug66; KK197587.
- Shake hands with L. S. green; Lucky Strike Menthol. (In Daily news, New York, June 27, 1966, p.14) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 27Jun66; KK195199.
- Shake hands with L. S. Green; Lucky Strike Menthol. (In The Saturday evening post, Aug. 13, 1966, p.7) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Aug66; KK196314.
- Show me a filter cigarette that really delivers taste and I'll eat my hat. [Girl wearing witch hat] (In Life, Oct. 21, 1966, p.107) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Oct66; KK197361.
- Show me a filter cigarette that really delivers taste and I'll eat my hat; Lucky Strike. [Girl in Chinese hat] (In Life, June 24, 1966, p.45) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Jun66; KK195198.
- Show me a filter cigarette that really delivers taste and I'll eat my hat; Lucky Strike. [Man wearing pith helmet] (In TV guide, Nov. 12, 1966, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9Nov66; KK197438.
- Show me a filter cigarette that really delivers taste and I'll eat my hat; Lucky Strike Filters. [Male wearing skimmer hat] (In Look, Aug. 23, 1966, p.78-79) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9Aug66; KK196315.
- Sweet news from 1870; Sweet Caporal. (In World journal tribune, New York, Sept. 26, 1966, p.28) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 26Sep66; KK197108.

Taste the long cigarette that's long on flavor; Pall Mall. Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 11Jul66; KK195699.

Why display your cigarettes like this? So you won't get caught with your stocks down. (In Chain store age, supermarket executive ed., Nov. 1966, p.33) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Oct66; KK197359.

Why would a millionaire go around pinching cigarettes? Waterford. (In Forbes, June 1, 1966, p.6) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 27May66; KK195724.

Why would a millionaire go around pinching cigarettes? Waterford. (In The Saturday evening post, June 18, 1966, p.45) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Jun66; KK195725.

Why would an heiress go around pinching cigarettes? Waterford. (In Newsweek, Sept. 26, 1966, p.57) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Sep66; KK197589.

Why would the commodore go around pinching cigarettes? Waterford. (In Newsweek, Aug. 15, 1966, p.33) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9Aug66; KK197590.

## AMERICO.

Hank Snow, Travelin' blues. See RADIO CORP. OF AMERICA.

## ANCIENT AGE DISTILLING CO. ©

\$500.00 in prizes awarded each month, how a radio helps keep a duck in touch; Kentucky bourbon. (In Sports afield, June 1966, p.15) © 1Jun66; KK197124.

\$500.00 in prizes awarded each month, how the sandman helps put an eel to sleep; Kentucky bourbon. (In Sports afield, May 1966, p.15) © 1May66; KK197125.

How a little beauty aid prettys up a trophy; sports idea contest. (In Sports afield, Apr. 1966, p.15) © 1Apr66; KK196789.

How a marking pencil helps keep a bear in sight; sports idea contest. (In Sports afield, Jan. 1966, p.7) © 1Jan66; KK196792.

How bedding down a worm makes for comfortable fishing; sports idea contest. (In Sports afield, Mar. 1966, p.9) © 1Mar66; KK196798.

If you can find a better profit bourbon, buy it. (In Beverage journal, Maryland, Washington, Delaware, Apr. 1966, p.2 of cover) © 1Apr66; KK196788.

When you see your bartender, give him our best then enjoy the best yourself; straight Kentucky bourbon. (In The Washington post, May 13, 1966, p.A18) © 13May66; KK196920.

## ANHEUSER-BUSCH, INC. ©

Budweiser is the best reason in the world to drink beer. (In Columbia Missourian, Aug. 5, 1966, section A, p.2) Appl. author: D'Arcy Advertising Co. © 5Aug66; KK196276.

In beer, going first class means Michelob, period. (In The Columbia Missourian, Aug. 15, 1966, p.3) Appl. author: D'Arcy Advertising Co. © 15Aug66; KK196662.

## ANTI-HYDRO WATERPROOFING CO. ©

A-H Emery Emerundum floor topping, specification A1. Sheet. Appl. author: Mortimer W. Meyer. © 15Jun66; KK195632.

A-H Emery Emerundum floor topping, specification ALG. Sheet. Appl. author: Mortimer W. Meyer. © 15Jun66; KK195633.

A-H Emery Emerundum shake-on floor hardner, specification A2. Sheet. Appl. author: Mortimer W. Meyer. © 15Jun66; KK195631.

A-H Emery Emerundum shake-on floor hardner, specification A2G. Sheet. Appl. author: Mortimer W. Meyer. © 15Jun66; KK195630.

A-H Emery Emerundum special floor topping; ST 96. Sheet. Appl. author: Mortimer W. Meyer. © 15Dec66; KK197704.

A-H Emery Epoxy topping for chemical resistant, hard, non-slip, non-absorbent new floors, or for repairing existing surfaces. Sheet. Appl. author: Mortimer W. Meyer. © 15Jun66; KK195636.

A-H Emery natural aluminum oxide, A-H Emery Emerundum non-slip concrete surface, specification NSL. Sheet. Appl. author: Mortimer W. Meyer. © 15Jun66; KK195635.

A-H Metallic Hardner A, aggregate, or R-M, ready mix, heavy duty ductile concrete floors colored or natural. Sheet. Appl. author: Mortimer W. Meyer. © 15Jun66; KK195637.

Anti-Hydro keeps water cut; Armortop. Folder. Appl. author: Mortimer W. Meyer. © 15Dec66; KK197705.

Armortop floor hardening, makes cement floors hard and non-dusting. Sheet. Appl. author: Mortimer W. Meyer. © 15Oct66; KK197165.

For durable, impermeable concrete and masonry, for superior floors, use Anti-Hydro. Folder. Appl. author: Mortimer W. Meyer. © 15Sep66; KK196611.

Lay masonry in freezing weather with Anti-Hydro. Folder. Appl. author: Mortimer W. Meyer. © 15Dec66; KK197706.

Monolithic non-dusting concrete floor specification. Sheet. Appl. author: Mortimer W. Meyer. © 15Jun66; KK195634.

Non-dusting concrete floor topping specification; Granolithic floor topping finish. Sheet. Appl. author: Mortimer W. Meyer. © 15Jun66; KK195629.

## ANWO CORP. ©

Body Magic body deodorant by Sarong; net weight 6 oz. Sticker. © 24Aug66; KK196201.

Don't let your body grow old while your face stays young; Body Magic by Sarong. Folder. © 24Aug66; KK196749.

Don't let your body grow old while your face stays young; Body Magic by Sarong. Folder. © 24Aug66; KK197137.

Let your body look as young as your face; Body Magic by Sarong. Card. © 24Aug66; KK196473.

## AQUARIUM SUPPLY CO.

Permalife aquarium siphon, makes cleaning and emptying easy. Folder. © Aquarium Supply Co., a division of Sternco Industries, Inc.; 12Sep66; KK197914.

## ARDEN, ELIZABETH. ©

Blue Grass for the youngest summer of your life. (In Diplomat, June 1966, p.5) Appl. author: Kastor Foote Hilton & Atherton, Inc. © 22May66; KK196463.

Secret Cover will beautify legs; Secret Cover leg film. (In Vogue, July 1966, p.33) Appl. author: Kastor Foote Hilton & Atherton, Inc. © 5Jul66; KK196464.

## AR-EX PRODUCTS CO. ©

A perception of beauty for you; for women with allergies and sensitive skin; hypo-allergenic cosmetics. 25 p. Appl. author: Julius B. Kahn. © 20May66; KK195133.

## ARMSTRONG RUBBER CO. ©

1966, Armstrong builds the world's first fiber glass tire; Five Star. (In TBA news, Aug.-Sept. 1966, p.16-17) © 8Sep66; KK197032.

## ARNOLD BAKERS, INC. ©

Che-Sen Japanese cheese snacks; net wt. 4 ozs. On bag. © 21Jul66; KK196293.

Chocolate mint cookie pops; net weight 7 1/2 ozs. On bag. © 14Jun66; KK196389.

Peanut butter cookie pops; net weight 7 1/2 ozs. On bag. © 15Jun66; KK195523.

ARONHIME, SAMUEL I. See ELLIS CO.

## ATKESON, RAY.

Kona coast of Hawaii. See BROWN & BIGELOW.

Roaring waters. See BROWN & BIGELOW.

## AUSTIN, JAMES A. ©

Cig-Cigs, a 6 pack of mild cigarillos called Cig-Cigars or Cig-Cigs. Sheet. © 8Oct66; KK197414.

## AUTOMATIC SPRINKLER CORP. OF AMERICA. ©

Automatic sprinklers, quality in an automatic sprinkler system calls for quality components; Spray sprinklers; bulletin no.2.3. Sheet. NM: additions. © 15Mar64; KK195211.

Dry pipe system fire protection for cold areas; bulletin no.2.2. Sheet. NM: additions. © 19Jan65; KK195209.

Dry pipe system with low-differential valve; model 15; bulletin no.2.2-A. Sheet. © 15May65; KK195207.

Is your fire protection in go condition; bulletin no.ID-1. Sheet. © 19Jan65; KK195208.

Presto-Fit sprinkler system for temporary fire protection; bulletin no.2.4. Folder. © 1Dec65; KK195210.

Wet pipe system, simple, rugged, reliable; bulletin no.2.1. Sheet. NM: additions. © 19Jan65; KK195212.

## AVALON MANUFACTURING CORP. ©

Brush Tex raised textured surface oil paint-by-number set; no.2100. [Box top] © 25Oct66; KK197164.

## AVIS RENT A CAR SYSTEM, INC. ©

A copy of this ad is going into every Avis pay envelope. (In The New York Times, Sept. 26, 1966, p.I-29) Appl. author: Doyle Dane Bernbach, Inc. © 26Sep66; KK197645.

If she doesn't fill out that rental form in 2 minutes flat, strip her of her Avis button. (In Business week, Nov. 12, 1966, p.159) Appl. author: Doyle Dane Bernbach, Inc. © 9Nov66; KK197647.

No airplanes? Rent an Avis Plymouth, 687-1262. (In The New York Times, July 18, 1966, p.L-17) Appl. author: Doyle Dane Bernbach, Inc. © 18Jul66; KK196010.

## AVON PRODUCTS, INC. ©

Avon knows a man wants a foam shave cream with body; Avon cream hair lotion. (In Life, Mar. 25, 1966, p.50) Appl. author: Monroe F. Dreher, Inc. © 21Mar66; KK195266.

The great decanter; Defender. (In Life, Sept. 30, 1966, p.79) Appl. author: Dreher Advertising, Inc. © 30Sep66; KK197494.

## New Island Lime from Avon for men.

(In Life, Apr. 22, 1966, p.74) Appl. author: Monroe F. Dreher, Inc. © 18Apr66; KK196446.

Regence, new fragrance by Avon and every moment is more interesting. (In Harper's bazaar, Sept. 1966, p.171) Appl. author: Dreher Advertising, Inc. © 1Sep66; KK197496.

Would you ever dream of changing from pantsuit to pretty baby smock without changing your fragrance? (In Seventeen, Sept. 1966, p.225) Appl. author: Dreher Advertising, Inc. © 27Aug66; KK197495.

## B

B. E. I. See BELAFONTE ENTERPRISES, INC.

## BACARDI IMPORTS, INC. ©

Bacardi Imports, Inc. toasts Colony's new home with great bottled daiquiris and Bacardi-cocktails, you can toast new sales gains. (In Beverage media, May 1966, p.40) Appl. author: Ross Roy, Inc. © 25Apr66; KK196055.

## BACARDI IMPORTS, INC. MALTA HATUEY DIVISION. ©

Mi papa tambien toma Malta Hatuey, Gigante; por supuesto, Paquito, tu papa necesita extra fortaleza para su trabajo. (In El Diario-la prensa, Mar. 18, 1966, p.10) Appl. author: Ross Roy, Inc. © 18Mar66; KK195406.

## BADGER CO., INC. ©

Racon, a new name in Fluorocarbons, Badger-built plant uses highly automated process to produce refrigerants and propellants. (In Chemical week, June 25, 1966, p.28) © 25Jun66; KK195628.

What is the common denominator in these uncommon plants? (In Hydrocarbon processing, June 1966, p.243) © 12Jun66; KK195432.

## BALE PIN CO. ©

Girls athletics jewelry, membership pins, award pins; no.3101B pin and guard. Folder. © 22Nov66; KK197541.

Latin Club membership pins; no.2222G19 pin and guard. Sheet. NM: additions. © 18Nov66; KK197487.

Library club membership pins. Sheet. NM: additions. © 10Nov66; KK197378.

Membership pins for all music groups. Folder. NM: additions. © 25Nov66; KK197540.

Membership pins for all school pep groups; no.1779A pin and guard. Sheet. NM: additions. © 20Dec66; KK197901.

Science club, science fair membership and award pins. Sheet. NM: additions. © 1Dec66; KK197698.

Yearbook, newspaper and journalism pins; no.5423G18 pin and guard. Sheet. NM: additions. © 16Nov66; KK197485.

BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSN., SAN FRANCISCO. © Career opportunities. 1 v. © 19Oct65; KK195378.

Man-on-the-spot in Kowloon. Hong Kong Harbor. (In Business week, July 23, 1966, p.4 of cover) Appl. author: D'Arcy Advertising Co. © Bank of America, National Trust & Savings Assn.; 23Jul66; KK196455.

Man-on-the-spot in Tripoli. Illus: Tripoli's Shariah Usama. (In Business week, June 25, 1966, p.4 of cover) Appl. author: D'Arcy Advertising Co. © Bank of America, National Trust & Savings Assn.; 25Jun66; KK195309.

## BANKERS COMMERCIAL LIFE INSURANCE CO. ©

A non-cancellable ... cash hospital and home recuperative indemnity policy; Blue Crown plan. Folder. NM: additions & revisions. © 25Jul66; KK196290.

Non-cancellable guaranteed renewable for life major medical hospital and surgical expense policy; \$10,000.00 major medical plan; Blue Crown plan. Folder. NM: additions & revisions. © 25Jul66; KK196292.

A non-cancellable loss of life, limb, sight or time indemnity policy; Blue Crown plan. Folder. NM: additions & revisions. © 25Jul66; KK196291.

A truly amazing major medical expense policy; \$10,000.00 for you. (Application for major medical expense policy) Folder. NM: additions & revisions. © 25Jul66; KK196287.

A truly non-cancellable policy; your loss of life, limb, sight or time accident indemnity policy. (Application for loss of life, limb, sight or time accident policy) Folder. NM: additions & revisions. © 25Jul66; KK196289.

Your tax free, non-cancellable ... hospital and home recuperative cash income policy. (Application for cash hospital and home recuperative policy) Folder. NM: additions & revisions. © 25Jul66; KK196288.

## BANKERS TRUST CO.

The car card, it helps you buy a car. (In The New York Times, Oct. 31, 1966, p.39) Appl. author: Doyle Dane Bernbach. © Bankers Trust; 31Oct66; KK197501.

## BARNANT CO. SPEEDDESIGN DIVISION. ©

Introducing SpeedDesign extra wide silicone slicks; cat. no.100. Folder. Appl. author: Louis A. Barnas, Jr. © 19May66; KK195656.

## BARTON'S CANDY CORP. ©

Almond bark; net weight 9 oz. avoird. On folding carton. © 24Oct66; KK197544.

## BAT RECORDS.

Bat. Sticker. Appl. author: Martin Fried. © Bat Records, trade name of Fried Bros.; 1Jun66; KK197214.

## BAYLOR WATCH CO. ©

Do you have the guts to buy a Baylor watch? (In The Saturday evening post, Sept. 24, 1966, p.79) © 12Sep66; KK196398.

## BEARDEN, I. V. ©

Posture-izer, strap a Bearden Posture-izer to your box springs, eliminate sag in springs and mattress. Sheet. © 15Aug66; KK196863.

## BEATRICE FOODS CO. ©

Meadow Gold Slenda Sue 1% low fat milk; one half gallon liquid. Or folding carton. Appl. author: Fibreboard Corp. © 7Sep66; KK197218.



- BEATTY & BERLENBACH.**  
Architects of today and tomorrow with a foundation of traditional excellence. 1 v. © Beatty & Berlenbach, A. T. A. Architects; 12Feb66; KK195372.
- BECK & GREGG HARDWARE CO. ©**  
Distributors of quality products for home, recreation, farm, industry; 100 years young. 1 v. Appl. author: Robert E. Martin. © 12Aug66; KK196638.  
100 years young. (In Atlanta, Apr. 1966, p.81) Appl. author: Robert E. Martin. © 15Apr66; KK195685.
- BEECHAM PRODUCTS, INC. ©**  
What puts the gleam in the Yankee Clipper's gray; Blue Brylcreem. [Endorsed by Joe Di Maggio] (In The Saturday evening post, Nov. 5, 1966, p.85) © 5Nov66; KK197170.  
When V. I. P.'s fly New York Airways, they always get two great views, one is Astrid Andersen and her Macleans-white smile. (In Life, July 22, 1966, p.87) © 22Jul66; KK195625.
- BEISTLE CO. ©**  
Art-tissue ball header. Folder. © 1Jun66; KK195996.
- BELAFONTE ENTERPRISES, INC.**  
In my quiet room; Harry Belafonte; LSP-3571. Record sleeve.  
© B. E. I. a.a.d.o. Belafonte Enterprises, Inc.; 27May66; KK195360.
- BENNETT BROS., INC. ©**  
Ident-a-gift; Ident-a-tag. (In Army & Air Force exchange service 1966-67 catalog) Appl. author: Gail Bennett. © 20Sep66; KK196541.
- BENTHOS, INC. ©**  
Fisherman's net monitor for mid-water trawling; data sheet no.32. Sheet. © 6Oct66; KK197190.
- BEST MANUFACTURING CO. ©**  
Signs, plaques, memorials, directories, control panels in 32 standard & decorator colors, Best no.966. 19 p. NM: revision & additions. © 1Sep66 (in notice: 1965); KK197321.
- BIG KERNEL PET FOODS, INC. ©**  
Flea soap for dogs; net weight 4 1/2 oz. avoird. On folding carton. © 1Oct65; KK195564.
- BISHOP, E. C. ©**  
Drive safely; reminder, lock your car. Slip. © 31Aug66; KK196295.
- BLAIR (D. L.) CORP. ©**  
Flying Aces sweepstakes. Card. © 10Mar66; KK195726.  
Puff like magic; your cigarette puts itself out with Magic Minder. Card. © 31Jan66; KK196470.  
Win cash, here's how; play Safe with Mobil. [Envelope] © 27Jul66; KK195727.
- BLAIR, MARY.**  
Walt Disney presents It's a small world, 18 favorite folk songs. See DISNEY (WALT) PRODUCTIONS.
- BLUE JAY RECORDING CO. ©**  
Hard times in a cotton mill. Sticker. © 20Jul66; KK195365.
- BOISE CASCADE CORP. ©**  
Trees haven't changed, but we have. (In Business week, Sept. 17, 1966, p.70) © 17Sep66; KK196524.  
We've moved into some new stamping grounds. (In U.S. news & world report, Nov. 21, 1966, p.54) © 21Nov66; KK197539.
- BOLIND, INC. ©**  
Autumn is magic when nature is turning. Sticker. © 8Jul66; KK195363.  
Springtime brings sunshine and skies of bright blue. Sticker. © 8Jul66; KK195361.  
Summer is fun-time filled with good cheer. Sticker. © 8Jul66; KK195362.  
When winter's cold winds chills and stormy skies blend. Sticker. © 8Jul66; KK195364.
- BORDEN CO. ©**  
Starlac instant nonfat dry milk makes 1 quart; 10 one quart envelopes. On folding carton. © 6Jun66; KK195728.  
Vanilla flavor Frosted Shake; net wt. 1 1/10 oz. [Envelope] © 1May66; KK196316.  
White Lamb tissue diapers rock the industry, new throwaway replaces cloth diapers, builds great new business! (In Food trade news, Apr. 27, 1966, p.6) Appl. author: Needham, Harper & Steers, Inc. NM: revisions. © 27Apr66; KK195369.  
Wyler's imitation strawberry flavor drink mix, complete with sugar, just add water; 3 oz. net wt., 85.2 grams. [Envelope] © 27May66; KK196317.
- BORG-WARNER CORP. ©**  
At last, a fender even your wife won't dent! (In The Wall Street Journal, June 2, 1966, p.7) © 2Jun66; KK196200.  
Height of efficiency; model 362. (In Hospitals, Journal of the American Hospital Assn., Apr. 16, 1966, p.28) © 15Apr66; KK195455.  
Hidden asset; model 362. (In Hospital progress, May 1966, p.143) © 25Apr66; KK195456.  
How an underground river helps keep these high school students warm in winter, cool in summer. (In The Wall Street Journal, Aug. 3, 1966, p.7) © 3Aug66; KK196472.  
How do you step on the gas when you're using atoms for gas? (In The Wall Street Journal, Sept. 7, 1966, p.9) © 7Sep66; KK196471.  
Now, docking at the marina; the Warner Gear division of Borg-warner builds a hydraulic marine transmission. (In The Wall Street Journal, July 7, 1966, p.11) © 7Jul66; KK195457.
- BRADFUTE CORP. ©**  
Safeway, it's fun, it's free, it's easy; all Oregon Safeway Stores play Hit the Deck. (In The Oregonian, July 28, 1966, p.9) © 28Jul66; KK196454.  
Win up to \$1,000, America's new family fun game Alpha-Bucks. Folder & slip. © 2Aug66; KK197030.
- BRADLEY (MITTON) CO. ©**  
Autumn reflections; Dorset round jigsaw puzzle; no.4690. On box. © 1Jan66; KK195624.  
Busy harbor, 1. On wrapper. (York jigsaw puzzle, 4335) © 30Dec63; KK195224.
- By the old bridge, 5. Illus. signed: Cara. On wrapper. (York jigsaw puzzle, 4335) © 30Dec63; KK195222.
- Candy Land game, a sweet little game for sweet little folks; 4403. On wrapper. © 1Jan65; KK196595.  
Candy Land game, a sweet little game for sweet little folks; 4921. On wrapper. © 1Jan65; KK196594.  
Devon octagonal jigsaw puzzle; 4696-1. [Box top] © 1Apr66; KK195228.  
On the trail, 2. On wrapper. (York jigsaw puzzle, 4335) © 30Dec63; KK195225.  
Quiet afternoon, 4. Illus. signed: Salvati. On wrapper. (York jigsaw puzzle, 4335) © 30Dec63; KK195223.  
Rugged seacoast, 6. Illus. signed: Cara. On wrapper. (York jigsaw puzzle, 4335) © 30Dec63; KK195227.  
Sunny Venice, 3. On wrapper. (York jigsaw puzzle, 4335) © 30Dec63; KK195226.
- BRADY ENTERPRISES, INC. ©**  
New Bar-Tender's instant collins mix; net wt. 7 1/2 oz. On folding carton. © 11Aug66; KK196751.  
New Bar-Tender's instant cranbreaker mix; net wt. 7 1/2 oz. On folding carton. © 11Aug66; KK196752.
- BRECK (JOHN H.) INC. ©**  
Beautiful hair; Breck for lasting & lovely styles, healthy & beautiful hair. Poster. Appl. author: Frank Lerner. © 15Jan65; KK197483.  
Breck shampoo brings out the shine in your hair, like brushing 100 strokes. (In Vogue, Apr. 15, 1966, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 15Apr66; KK195167.  
Breck shampoo brings out the shine in your hair, like brushing 100 strokes; Beautiful Hair. [Port. of girl, left side of face] Illus. signed: Ralph William Williams. (In Vogue, Aug. 15, 1966, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 15Aug66; KK196587.  
Breck shampoo brings out the shine in your hair, like brushing 100 strokes; Beautiful Hair. [Port. of girl, right side of face] Illus. signed: Ralph William Williams. (In Good housekeeping, Aug. 1966, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 19Jul66; KK196583.  
A girl is only as pretty as her hair, that's why Diane Wilkins uses Breck; America's Junior Miss 1966; Beautiful Hair. Illus. signed: Ralph William Williams. (In Teen, Aug. 1966, p.57) Appl. author: Young & Rubicam, Inc. © 11Jul66; KK196588.  
How to turn your non-creme rinse customers into creme rinse customers; Breck Creme Rinse with Body. (In Exchange & commissary news, May 15, 1966, p.88) Appl. author: Young & Rubicam, Inc. © 15May66; KK195292.  
Introducing color insurance for women who color their hair; Breck Shampoo for Color Treated Hair. (In American home, June 1966, p.11) Appl. author: Young & Rubicam, Inc. © 24May66; KK195293.  
New bouncing Breck puts new bounce in your hair; Concentrate shampoo. (In McCall's, May 1966, p.130) Appl. author: Young & Rubicam, Inc. © 20Apr66; KK195156.  
A new product from Breck, it's not one of the big strong bleach boys, it's Go Go Light from Breck. (In Life, May 6, 1966, p.81) Appl. author: Young & Rubicam, Inc. © Breck a.a.d.o. John H. Breck, Inc.; 2May66; KK197026.



- The next Breck girl could be you, enter the Beautiful Hair Breck Portrait Sweepstakes. (In Redbook, July 1966, p.9) Appl. author: Young & Rubicam, Inc. © 21Jun66; KK195289.
- One of your customers could be the next Breck girl, join the Beautiful Hair Breck Portrait Sweepstakes. (In Discount store news, May 30, 1966, p.11) Appl. author: Young & Rubicam, Inc. © 30May66; KK195290.
- Quiz for girls who wish they had prettier hair. (In Teen, May 1966, p.69) Appl. author: Young & Rubicam, Inc. © 11Apr66; KK195153.
- Roses are red, Breck is gold, this year our girls are 20 years old, happy birthday! (In Exchange & commissary news, May 15, 1966, p.22) Appl. author: Young & Rubicam, Inc. © 15May66; KK195291.
- Shed some light on a dull subject; Go Go Light. (In University of Denver Clarion, Apr. 19, 1966, p.6) Appl. author: Young & Rubicam, Inc. © 19Apr66; KK195287.
- This is body; now body comes from a creme rinse; Beautiful Hair Breck creme rinse. (In Glamour, July 1966, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 22Jun66; KK196589.
- BRENNAN, TED.  
Another class in Fiberglas. See OWENS-CORNING FIBERGLAS CORP.
- BRISCOE (FRANK) CO., INC. ©  
Master builders for today's technological age. 65 p. Appl. author: Maczko-Wehner Advertising. © 20Sep66; KK197534.
- BRISTOL-MYERS CO. ©  
Fact toothpaste; dealers of America, get on the Bat wagon and watch your Fact sales zoom. (In Profutunities, July 1966, p.33) © 1Jul66; KK195692.
- If you've got a friend in the trade in Indianapolis, call him; Adulton adult cough formula. (In American druggist, Aug. 1, 1966, p.34) Appl. author: Young & Rubicam, Inc. © 1Aug66; KK196584.
- Sometimes it turns me into Jekyll-and-Hyde; Excedrin. (In Newsweek, June 13, 1966, p.30) Appl. author: Young & Rubicam, Inc. © 7Jun66; KK195306.
- Squeeze it and it gives money, new tube formula Vitalis. (In Discount store news, June 27, 1966, p.13) Appl. author: Young & Rubicam, Inc. © 27Jun66; KK195288.
- A sweet deal; Excedrin, 1 free with 11 for you. (In United States tobacco journal, Apr. 21, 1966, p.47) Appl. author: Young & Rubicam, Inc. © 21Apr66; KK195155.
- Then this marvelous thing happened, the pain was gone; Excedrin. [Endorsed by Francis Cipriano] (In Life, May 20, 1966, p.2) Appl. author: Young & Rubicam, Inc. © 16May66; KK195159.
- There are many ways to make money with Bristol Myers; here's one, 5% off purchase on all sizes of Excedrin. (In American druggist, Apr. 25, 1966, p.56) Appl. author: Young & Rubicam, Inc. © 25Apr66; KK195152.
- Vote, the adult toothpaste; net wt. 24 oz. On folding carton. © 29Nov66; KK197859.
- What's in new tube Vitalis, new profits. (In Drug topics, June 27, 1966, p.4 of cover) Appl. author: Young & Rubicam, Inc. © 27Jun66; KK195294.
- Win as easy as abc in the Bristol-Myers \$100,000 TV-stakes; Excedrin. (In Life, Sept. 17, 1965, p.73) Appl. author: Young & Rubicam, Inc. © 13Sep65; KK195697.
- BRISTOL-MYERS CO. GROVE DIVISION. ©  
Dura Max, the longer lasting aspirin; contents 24 tablets. On folding carton. © Bristol-Myers Co. (in notice: Bristol-Myers, Grove Division); 6Sep66; KK197056.
- Want to win the cold war, mother? Call out the Congespirin. (In Parents' magazine, Oct. 1966, p.119) Appl. author: Needham, Harper & Steers, Inc. © 25Sep66; KK197740.
- BRONNER (FRED) CORP. ©  
Matchbox collector's case; no.41. © 21Mar66; KK195959.
- Matchbox models of yesteryear. Card. © 23Sep66; KK196819.
- Matchbox series collector's case. Card. © 21Mar66; KK195960.
- BROWN & BIGELOW.  
And we lost the Sandler account, too? May 1967 [calendar] By H. Armstrong Roberts. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK195965.
- Big Bend National Park, Texas. Mar. 1967 [calendar]. Desert scene] By Jack Zehrt. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK196150.
- Canopy of gold. Sept.-Oct. 1967 [calendar] By Franklin Photo. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK195982.
- Cascading waters. Dec. 1967 [calendar] Color photo by T. P. Lake. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK195975.
- Darn it, there are too many meetings; let's call a meeting and discuss it. July 1967 [calendar] By H. Armstrong Roberts. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK195967.
- Donna. Apr. 1967 [calendar] Color photo by Topix. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK195973.
- Echoes of the past. Mar.-Apr. 1967 [calendar] By Ragsdale. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK195979.
- Georgia pines near Swainsboro, Georgia. May 1967 [calendar]. Azaleas lining dirt road] Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK196152.
- Glacier National Park, Montana. Aug. 1967 [calendar]. View of lake backed by mountains] By Jack Zehrt. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK196154.
- Golden Gate Bridge, San Francisco, California. Feb. 1967 [calendar]. Aerial view of bridge & city beyond] Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK196149.
- I should have been on time this morning? Why, what did I miss? Feb. 1967 [calendar] By Vivienne. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK195962.
- I think our new research equipment is finally paying off, Roger. Sept. 1965 [calendar] By H. Armstrong Roberts. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK195969.
- Jefferson Memorial, Washington, D. C. Apr. 1967 [calendar]. Memorial ringed by cherry blossoms] Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK196151.
- Kona coast of Hawaii. June 1967 [calendar]. Scene of shore lined with palm trees, large waves coming in] By Ray Atkeson. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK196153.
- Lincoln Memorial. Daniel Chester French [sculptor. Cover of] calendar for 1967. © Brown & Bigelow, div. of Standard Packaging Corp.; 1Feb66; KK195977.
- Manhattan Island, New York City. Dec. 1967 [calendar]. Aerial view of city] Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK196158.
- Minuteman statue at Lexington, Massachusetts; created by the American sculptor H. H. Kitson. Feb. 1967 [calendar] Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK195976.
- Of course I know where I filed it, I'm just not sure where I put the file. Jan. 1967 [calendar] By Vivienne. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK195961.
- Pacific coastline, Oregon. Nov. 1967 [calendar]. Lighthouse & rocky shore] Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK196157.
- Roaring waters. May-June 1967 [calendar] By Atkeson. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK195980.
- Shadows on the shore. Nov.-Dec. 1967 [calendar] By Shostal. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK195983.
- She didn't think he'd want to sign such a messy letter, so she signed it herself. By Vivienne. Oct. 1967 [calendar] By Vivienne. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK195970.
- Silver waterfall. July-Aug. 1967 [calendar] By Free Lance Photo Guild. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK195981.
- Slow down and live. Sept. 1967 [calendar]. Color photo by David Muench. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK195974.
- That's an interesting suggestion, Johnson, your last, naturally. Aug. 1967 [calendar] By H. Armstrong Roberts. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK195968.
- They actually ordered it? Red ink? For the bookkeeping department? June 1967 [calendar] By H. Armstrong Roberts. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK195966.
- Western sky over Arizona. Oct. 1967 [calendar]. Sunset scene] By Shostal. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK196156.
- What do you mean I can't become a partner till I've been here a month, dad? Nov. 1967 [calendar] By H. Armstrong Roberts. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK195971.



- BROWN & BIGELOW.-Con.**  
While I don't want to brag, when the buyer heard my terrific pitch. Mar. 1967 [calendar] By Vivienne. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK195963.  
Winter in Missouri. Jan. 1967 [calendar. Woodland scene] By Jack Zehrt. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK196148.  
Wisconsin Dells, Wisconsin. Sept. 1967 [calendar. Autumn foliage circling lake] Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK196155.  
You mean it? April 15 was yesterday? Apr. 1967 [calendar] By H. Armsstrong Roberts. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK195964.  
You want it done by Friday? Then give it to Robinson Crusoe. Dec. 1967 [calendar] By Vivienne. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Dec65; KK195972.
- BROWN & WILLIAMSON TOBACCO CORP. ©**  
How come you switched to Raleigh? Smoked yours, like the taste. (In Air Force times, Pacific ed., Mar. 16, 1966, p.30. Tokyo) Appl. author: Post-Keyes-Gardner, Inc. © 16Mar66; KK195720.  
Lots of people smoke Belair and don't save the coupons ... Lots of people smoke Raleigh and don't save the coupons. (In The Saturday evening post, July 30, 1966, p.44-45) Appl. author: Post-Keyes-Gardner, Inc. © 19Jul66; KK195792.  
Lots of people smoke Raleigh and don't save the coupons; lots of people smoke Belair and don't save the coupons. (In The Saturday evening post, July 2, 1966, p.46-47) Appl. author: Post-Keyes-Gardner, Inc. © 20Jun66; KK195563.  
Our chairman is o.k. by me; Kool filter kings. (In Honolulu star-bulletin, Feb. 15, 1966, p.A-4) Appl. author: Ted Bates & Co., Inc. © 15Feb66; KK195440.  
Real tobacco taste, valuable Raleigh coupons, too. (In The Overseas weekly, Jan. 30, 1966, p.13. Frankfurt) Appl. author: Post-Keyes-Gardner, Inc. © 27Jan66; KK195722.  
Taste just the right touch of menthol; Belair, Raleigh. (In Overseas weekly, Apr. 10, 1966, p.14. Frankfurt) Appl. author: Post-Keyes-Gardner, Inc. © 7Apr66; KK195716.  
Taste the light touch, just the right touch of menthol; Belair, Raleigh. (In Overseas family, Feb. 25, 1966, p.14. Frankfurt) Appl. author: Post-Keyes-Gardner, Inc. © 22Feb66; KK195721.  
Valuable coupons; real tobacco taste plus valuable coupons with filter tip Raleigh. (In Overseas weekly, May 1, 1966, p.13. Frankfurt) Appl. author: Post-Keyes-Gardner, Inc. © 29Apr66; KK195719.  
Valuable coupons, real tobacco taste, that's why I switched to Raleigh. (In Military life, June 1966, p.6) Appl. author: Post-Keyes-Gardner, Inc. © 1Jun66; KK196301.  
Viceroy's got the taste that's right, right any time of day. (In Newsweek, Nov. 14, 1966, p.4 of cover) Appl. author: Ted Bates & Co., Inc. © 8Nov66; KK197823.
- Viceroy's got the taste that's right, right any time of day. Golfer. (In Newsweek, Sept. 5, 1966) Appl. author: Ted Bates & Co., Inc. © 30Aug66; KK197415.  
Viceroy's got the taste that's right, right any time of day. [Male in sailing scene] (In Houston informer, July 26, 1966, p.16) Appl. author: Ted Bates & Co., Inc. © 26Jul66; KK197062.  
Viceroy's got the taste that's right, right any time of day. [Male in 3 sailboat views] (In Newsweek, Aug. 8, 1966) Appl. author: Ted Bates & Co., Inc. © 2Aug66; KK196388.  
Viceroy's got the taste that's right, right any time of day. Man in sailboat. (In Newsweek, Aug. 8, 1966) Appl. author: Ted Bates & Co., Inc. © 2Aug66; KK197416.  
What makes Viceroy the right one? Viceroy's got the taste that's right, right any time of day. [Couple in night scene] (In Life, June 17, 1966) Appl. author: Ted Bates & Co., Inc. © 13Jun66; KK196109.  
What makes Viceroy the right one? Viceroy's got the taste that's right, right any time of day. [Skipper accepting cigarette] (In Life, July 22, 1966) Appl. author: Ted Bates & Co., Inc. © 18Jul66; KK196385.
- BROWN-FORMAN DISTILLERS CORP. ©**  
The bourbon for a banner day; Old Forester. (In St. Louis post-dispatch, July 11, 1966, p.4C) Appl. author: Gardner Advertising Co., Inc. © 11Jul66; KK195997.  
Get set for the counter attack; Old Forester. Sheet. © 29Oct65; KK195379.  
Half-gallon Hullabaloo, introducing the Hullabaloo Case from Brown-Forman. See EARLY TIMES DISTILLERY CO.  
Invite everybody; make it an Old Forester kind of party. (In The Cincinnati enquirer, July 15, 1966, p.23) Appl. author: Gardner Advertising Co., Inc. © 15Jul66; KK196104.  
It's an Old Forester kind of day, the bite of autumn. (In Newsweek, Oct. 17, 1966, p.33) Appl. author: Gardner Advertising Co., Inc. © 17Oct66; KK197335.  
It's an Old Forester kind of season; the bite of brittle air. (In Time, Nov. 11, 1966, p.3 of cover) Appl. author: Gardner Advertising Co., Inc. © 11Nov66; KK197345.  
It's an Old Forester kind of week. (In The Tulsa tribune, May 12, 1966, p.55) Appl. author: Gardner Advertising Co., Inc. © 12May66; KK195186.  
It's been an Old Forester kind of day, profitable. (In Liquor store, June 1966, p.18) Appl. author: Gardner Advertising Co., Inc. © 1Jun66; KK195182.  
Joanie Dylan is giving a party, the Pennant is flying; Gold Pennant Canadian whisky. Sheet. © 6Jun66; KK195852.  
Let's hear it for the Falcons, cheers; Old Forester. (In The Atlanta journal, Aug. 17, 1966, p.45) Appl. author: Gardner Advertising Co., Inc. © 17Aug66; KK196599.  
Made by the makers of Old Forester; King blended whisky. (In Courier express, Buffalo, June 23, 1966, p.24) Appl. author: Gardner Advertising Co., Inc. © 23Jun66; KK195595.
- Order a box for the World Series, it's an Old Forester kind of week in Baltimore. (In The Evening sun, Baltimore, Sept. 28, 1966, p.D 10) Appl. author: Gardner Advertising Co., Inc. © 28Sep66; KK197176.  
We don't have to tell you who started the half gallon revolution; just who's joining it; Usher's Green Stripe. Special order items. (In Michigan beverage news, Aug. 15, 1966, p.16) Appl. author: Gardner Advertising Co., Inc. © 15Aug66; KK196608.
- BRUCE (E. L.) CO., INC. ©**  
Bruce block floors, laminated, unit-wood, blendwood. Folder. Appl. author: William L. Givens. NM: additions. © 12Jul66; KK196414.  
Bruce hardwood floors, prefinished for a lifetime of beauty; laminated oak block floors. 12 p. Appl. author: William L. Givens. NM: revisions. © 8Jul66; KK196415.  
Bruce laminated oak blocks, now with the most damage-proof finish ever given wood floors! Folder. Appl. author: William L. Givens. © 12Jul66; KK196416.  
Huntsman, Sylvan, BrucePly's new wide groove paneling. Folder. Appl. author: William L. Givens. © 5Oct66; KK196825.  
Lauan, low cost hardwood paneling by BrucePly. Folder. Appl. author: William L. Givens. © 5Oct66; KK196826.
- BRUCO.**  
Shower caps by Bruco; keeps hair dry, helps preserve your hairdo. Card. © Rabin-Winters, division of Brunswick Drug Co.; 15May66; KK197246.  
Vibrancy 250 mg. Vitamin C, chewable orange flavored tablets, each orange contains 100 tablets. Cutout. © Bruco a.a.d.o. Rabin-Winters Division of the Brunswick Drug Co.; 24Aug66; KK197009.  
Your cash register will sing with profits; Vibrancy chewable orange flavored vitamin C. Sheet. © Bruco a.a.d.o. Rabin-Winters, division of Brunswick Drug Co.; 14Aug66; KK197013.
- BRULIN & CO., INC. ©**  
Kitchen sanitation and maintenance. Card. (Wall chart 4) Appl. author: Drennan W. Hart. © 31Oct66; KK197499.  
Rest room sanitation and maintenance. Card. (Wall chart 3) Appl. author: Drennan W. Hart. © 31Oct66; KK197498.
- BRUNSWIG DRUG CO. RABIN-WINTERS DIVISION. See BRUCO.**
- BRY-AIR, INC. ©**  
Air dryers. Folder. © 15Mar66; KK196278.
- BUDGET RENT-A-CAR CORP. OF AMERICA. ©**  
This guy likes to save a buck, prudent people may less for the same important services when they rent a car. (In Time, Feb. 25, 1966, p.70) © 22Feb66; KK195274.  
This guy likes to save a buck, when you rent a car. (In Time, Apr. 15, 1966, p.40) © 12Apr66; KK195273.  
Little Budget Rent-A-Car system will pick you up at the airport at the drop of a dime and save you a mint. (In Mainliner, Aug. 1966, p.4 of cover) © 15Jul66; KK197106.  
We'll pick you up at the airport when none of your other friends can. (In Mainliner, May 1966, p.1) © 1May66; KK195276.

When this guy rents cars for his company, he likes to save a bundle. (In Business week, Apr. 9, 1966, p.94) © 8Apr66; KK195275.

# BULOVA WATCH CO., INC. ©

Accutron, we left out all the parts that make a watch fast or slow. (In Time, May 13, 1966, p.115) Appl. author: Doyle Dane Bernbach, Inc. © 11May66; KK195173.

Back to school outfits for wrists; Caravelle. (In Glamour, Aug. 1966, p.88) Appl. author: Doyle Dane Bernbach, Inc. © 28Jul66; KK196014. The complete calendar watch; complete ... from Caravelle. (In Sport, June 1966, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 30May66; KK195172.

If you want something done right, do it yourself; Bulova Selfwinding. (In The Saturday review, June 11, 1966, p.2 of cover) Appl. author: Young & Rubicam, Inc. © 7Jun66; KK195305.

It takes nine months to make a Bulova watch; it's our baby and nothing ... can rush us. (In Saturday review, Aug. 20, 1966, p.3 of cover) Appl. author: Young & Rubicam, Inc. © 16Aug66; KK196579.

The mainspring in a Bulova is made to last 256 years or 146 leather straps, whichever comes first. (In Saturday review, July 23, 1966, p.2 of cover) Appl. author: Young & Rubicam, Inc. © 19Jul66; KK196585.

Starting in May, your customers will know more about what makes a Bulova tick than they ever knew before. (In Modern jeweler, May 1966, p.19) Appl. author: Young & Rubicam, Inc. © 25Apr66; KK195151.

There's a regulation that says all watch manufacturers have to use a certain minimum amount of gold on a gold watchcase. (In The Reader's digest, Aug. 1966, p.366) Appl. author: Young & Rubicam, Inc. © 25Jul66; KK196586.

This Bulova watch will give you the right time 666 feet underwater; Bulova Snorkel. (In The Saturday review, June 25, 1966, p.3 of cover) Appl. author: Young & Rubicam, Inc. © 21Jun66; KK195304.

To give a man more incentive, give him more gold; one way to give him more gold is to give him a Bulova watch. (In Incentive, May 1966, p.1) Appl. author: Young & Rubicam, Inc. © 1May66; KK195150.

Why they keep different time; Accutron. (In Time, May 27, 1966, p.63) Appl. author: Doyle Dane Bernbach, Inc. © 25May66; KK195213.

BURKE, FRANK J. © Ask about trade a home. Folder. © 31Oct66; KK197491.

BURLINGTON INDUSTRIES. LEES (JAMES) & SONS. See LEES (JAMES) & SONS.

BURNETT, HALLIE.

Sometimes magic, a collection of outstanding stories for the teenage girl. See PLATT & MUNK CO., INC.

BUSS, JOHN D. ©

Play Cook for Fun, every week a new game; week no.1. Sheet. © 3Aug66; KK195836.

BUSSE, FRITZ.

Harbor welcome. See SEEMAN (JAMES) STUDIOS, INC.

BUTTE, BRUCE.

1966 Shell Fertilizer calendar. See SHELL OIL CO.

# C

CMP INDUSTRIES, INC. TICONIUM CO. See TICONIUM CO.

CALGON CORP. ©

Applying conductive Polymer 261 to pulp and paper products. Folder. (Calgon chemical application bulletin 7-23) © 23Feb66; KK195558.

Chemonitor liquid level controller. Sheet. (Chemonitor accessories bulletin B-5-041) © 22Feb66; KK195556.

Chemonitor MA series linear conductivity analyzers. Folder. (Chemonitor analyzers bulletin B-5-029) © 2Mar66; KK195559.

Chemonitor system for continuous blowdown control. Sheet. (Chemonitor systems bulletin B-5-037) © 9Feb66; KK195553.

Chemonitor systems for lime/soda softener automation. Sheet. (Chemonitor systems bulletin B-5-036) © 9Feb66; KK195552.

Conductive Polymer 261. Sheet. (Calgon chemical product bulletin 7-22) © 23Feb66; KK195557.

Corrosion inhibitor CS. Sheet. (Calgon chemical product bulletin 10-12a) © 17Feb66; KK195554.

H-204 microbiocide. Sheet. (Calgon chemical product bulletin 11-11a) © 21Feb66; KK195555.

pH meter test unit K0104, model 210. Sheet. (Test units and reagents bulletin 17-6) © 4Apr66; KK195560.

Specialty chemicals and water management services for the pulp and paper industry. Folder. (Calgon chemical application bulletin no.7-19) © 12May66; KK195561.

CALIFORNIA GRAPEFRUIT ADVISORY BOARD. ©

The table grapefruit; Coachella. Sheet. © 1Jan66; KK196566.

Try a Coachella cooler, Pepe Lopez tequila and fresh Coachella grapefruit juice. Folder. © 15Nov66; KK197546.

CALVERT DISTILLERS CO. ©

Fourth of July soft goods sale. (In Florence morning news, June 27, 1966, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 27Jun66; KK196298.

Soft sells; Calvert extra, the soft whiskey. (In Liquor store, July 1966, cover) Appl. author: Doyle Dane Bernbach, Inc. © 29Jun66; KK197242.

The soft whiskey motto, we try softer. (In Time, Oct. 28, 1966, p.56) Appl. author: Doyle Dane Bernbach, Inc. © 26Oct66; KK197875.

CAMBOSCO SCIENTIFIC CO., INC. ©

Elementary school science exhibits. Pearl A. Nelson, consultant. 35 p. © 1Aug66; KK197567.

CAMP TRAILS. ©

Day hiker, a must item for hiking, hunting & skiing. Sheet. Appl. author: Jack C. Abert. © 10Oct66; KK196954.

Four for fall from Camp Trails; Day Hiker. Sheet. Appl. author: Jack C. Abert. © 16Sep66; KK196540.

CAMPBELL HOUSE.

Handcrafted from elk antler. Folder. © Campbell House solely owned by Stephen L. Campbell; 1Apr66; KK197089.

CAMPION RECORDS. ©

The spoken epistles for Sundays and holidays; voice, Clement Huller. Record sleeve. © 17Dec65; KK195388.

CARA.

By the old bridge, 5. See BRADLEY (MILTON) CO.

Rugged seacoast, 6. See BRADLEY (MILTON) CO.

CARNATION CO. ©

New, easier to open Carnation with the exclusive new Sure-Grip Rim; evaporated milk. (In Ebony, July 1964, p.115) © 25Jun64; KK197067.

CAROLINA CO., INC.

Checkerboard design. Sheet. © Jack & Jane Hicks a.a.d.o. Carolina Co., Inc.; 20Apr66; KK195490.

CAROLINA CO., INC. See CAROLINA SOAP & CANDLE MAKERS.

CAROLINA SOAP & CANDLE MAKERS.

Home is where the heart is. On wrapper. © Carolina Soap & Candle Makers a.a.d.o. Carolina Co., Inc.; 8Dec66; KK197904.

Home is where the heart is; scented soap. On wrapper. © Carolina Soap & Candle Makers a.a.d.o. Carolina Co., Inc.; 21Jun66; KK195181.

Home is where the heart is; scented soap. On wrapper. © Carolina Soap & Candle Makers a.a.d.o. Carolina Co., Inc.; 21Jun66; KK195462.

CASADY ENGINEERING ASSOCIATES. ©

Heat detection system for the protection of the American Home; Emdeko. 1 v. © 2Jun66; KK195574.

CASH CREDIT CORP. ©

Cash Credit capers. Folder. Appl. author: Walter B. Shotwell. © 1Sep66; KK196274.

Cash Credit capers before, after. Folder. Appl. author: Walter E. Shotwell. © 29Jul66; KK195779.

CATERPILLAR TRACTOR CO. ©

General parts sales promotion caterpillar, selling bulletin, DH-2 steel makes cat cutting edges 50% stronger, 20% more wear resistant. Sheet. © 28Jul66; KK196442.

Listening to a service analyst's advice saved 10 days downtime and \$2,500 in revenue. Folder. © 20Jul66; KK195834.

A safe source for bearings will stock final drive cases as well as other vital parts for you Cat-built machines including bearings. Folder. © 29Sep66; KK197222.

You can shop almost anywhere for radiator cores, but we wouldn't advise it. Folder. © 19Aug66; KK196395.

CENTRAL NATIONAL INSURANCE GROUP OF OMAHA. ©

Tornado! 1 v. © 27Sep66; KK197055.

CER GEONUCLEAR CORP. ©

Giant in the earth. Design & illus. by John Mihopoulos. 1 v. © 19Oct65; KK195839.

CHANEL, INC. ©

Chanel No.5 is the perfume most desired by women, most admired by men. (In Beauty fashion, July 1966, p.56-57) Appl. author: Norman, Craig & Kummel, Inc. © 10Jul66; KK195519.



- CHARLES OF THE RITZ, INC. ©  
Are you ready for this? Miss Ritz is with the bravo new world of makeup that makes it. (In Mademoiselle, May 1966, p.54-55) Appl. author: Trahey Advertising, Inc. © 29Apr66; KK195831.
- Between your twenty-fifth and twenty-sixth birthday, those intriguing and attracting little laugh lines around your eyes suddenly seem a mite deeper; eye oil concentrate. (In Harper's bazaar, Aug. 1966, p.17) Appl. author: Trahey Advertising, Inc. © 28Jul66; KK195821.
- Cool it baby; Dual Lotion. (In Harper's bazaar, May 1966, p.17) Appl. author: Trahey Advertising, Inc. © 29Apr66; KK195819.
- Full responsibility for the high cheekbones ... will be accepted by our new Face Shaders. (In Harper's bazaar, Feb. 1966, p.4 of cover) Appl. author: Trahey Advertising, Inc. © 28Jan66; KK196658.
- In 1933, we introduced this moisturizing formula; Revenescence. (In The New Yorker, Feb. 12, 1966, p.100) Appl. author: Trahey Advertising, Inc. © 9Feb66; KK195838.
- In Ridgefield, Connecticut, the female citizen can have her hair done at Cliffords ... but we can make her leave town for her face. (In Beauty fashion, June 1965, p.49) Appl. author: Trahey Advertising, Inc. © 5Jun65; KK197094.
- So little Veillescence is needed for a soft translucent, glowing makeup. (In Mademoiselle, Feb. 1966, p.25) Appl. author: Trahey Advertising, Inc. © 28Jan66; KK195837.
- Undercover rose, a shade of subterfuge that is most certainly going to create a more mysterious life for you. (In Harper's bazaar, Sept. 1966, p.23) Appl. author: Trahey Advertising, Inc. © 30Aug66; KK196548.
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Assorted Charms; net weight 7/8 ounce. On wrapper. © 6Aug65; KK197558.  
Assorted Charms sour balls; net weight 8 oz. On wrapper. © 27Feb61; KK197556.  
Spiced Charms gum drops; net weight 1 lb. On wrapper. © 27Feb61; KK197557.  
Wild cherry Charms; net wt. 7/8 oz. On wrapper. © 10Dec65; KK197559.  
Wintergreen candy squares; net wt. 7/8 ounce. On wrapper. © 15Mar64; KK197560.
- CHEK-CHART CORP. ©  
These 1964 cars have no spare battery, Buick. Sheet. Appl. authors: Chek-Chart Corp. & American Oil Co. NM: revisions. © 15Jul66; KK196860.
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- CHOCOLATE CO. OF AMERICA. ©  
Advance order form ... for Famous Gourmet chewy pecan pralines. Folder. © 26Jul66; KK195798.  
Advance order form ... for Famous Gourmet chocolate Polly doodles. Folder. © 26Jul66; KK195800.  
Advance order form ... for Famous Gourmet old-fashioned fruit cake. Folder. © 26Jul66; KK195796.
- Advance order form ... for Famous Gourmet rich milk chocolate. Folder. © 26Jul66; KK195799.
- Advance order form ... for Friendly Folks Halloween tricks-or-treats candies, big bag of over 100 individually wrapped quality candies. Folder. © 26Jul66; KK195797.
- Famous Gourmet Swiss style Tyrolean chocolates; net weight one-half pound. On wrapper. © 26Jul66; KK195805.
- For a fuller treasury and a happier holiday, raise \$500 to \$5,000 and more, now to Christmas, with Famous Gourmet old-fashioned fruit cakes! Sheet. © 26Jul66; KK195804.
- For customers, business associates and friends, give the good-will gift that everybody enjoys, Famous Gourmet old-fashioned fruit cake. Sheet. © 26Jul66; KK195803.
- It's easy to raise \$500.00 to \$5,000.00 and more with our popular tricks-or-treats candies; giant bag of over 100 favorites sells fast at \$1. Sheet. © 26Jul66; KK195801.
- You'll quickly raise \$500 to \$5,000 and more with Famous Gourmet chocolate Polly-doodles. Sheet. © 26Jul66; KK195802.
- CHROMIUM CORP. OF AMERICA. ©  
Resistance to electrodeposited chromium to corrosive chemicals. Folder. (Bulletin no.107) © 2May66; KK197078.
- CHURCH & DWIGHT CO., INC. ©  
We claim Arm & Hammer Washing Soda saves as much as 3 out of 4 laundry dollars and makes your laundry sparkle ... the household cleaner women tell each other about! (In The evening bulletin, Philadelphia, Mar. 23, 1966, p.52) Appl. author: Ross Roy, Inc. © 23Mar66; KK196056.
- CIRCLE RESEARCH LABORATORIES, INC. ©  
Grees-Out, an enzyme-bacteria grease and organic waste-solids liquefier; contents, 60 treatments. On folding carton. Appl. author: Franklin Fader. © 18Nov66; KK197509.
- CLAIROL, INC. ©  
Are you disappointing half the women in your life? Clairol, world leader in haircoloring. (In Chain store age, July 1966, p.252-253) Appl. author: Foote, Cone & Belding. © 15Jul66; KK195737.  
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The closer he gets, the better you look; Clairol Nice 'n Easy. [Beach scene] (In Life, Apr. 15, 1966, p.66-67) Appl. author: Foote, Cone & Belding. © 11Apr66; KK196723.
- The closer he gets, the better you look; Nice 'n Easy, the natural looking hair color you just shampoo in. [Girl wearing red dress] (In Ladies home journal, Oct. 1966, p.32-33) Appl. author: Foote, Cone & Belding. © 27Sep66; KK197446.  
The closer he gets the better you look, now, shampoo-in hair color so natural it invites close-ups; Nice 'n Easy hair color. (In Redbook magazine, Aug. 1966, p.6-7) Appl. author: Foote, Cone & Belding. © 19Jul66; KK196903.  
Do you have to hide your hair to look prettier; Condition. (In Life, Oct. 21, 1966, p.1) Appl. author: Foote, Cone & Belding. © 17Oct66; KK196725.  
Does she, or doesn't she? Miss Clairol hair color bath. (In Ebony, May 1966, p.51) Appl. author: Foote, Cone & Belding. © 19Apr66; KK197448.  
Does she or doesn't she; Miss Clairol hair color bath. [Brunette hugging child] (In Look, Aug. 23, 1966, p.M2-M3) Appl. author: Foote, Cone & Belding. © 9Aug66; KK196912.  
Does she, or doesn't she? Miss Clairol hair color bath. [Family picnicking in park] (In Ebony, Dec. 1966, p.181) Appl. author: Foote, Cone & Belding. © 18Nov66; KK197453.  
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Does she, or doesn't she? Now you can shampoo in the natural looking haircoloring; Miss Clairol (In Life, Nov. 11, 1966, p.76-77) Appl. author: Foote, Cone & Belding. © 7Nov66; KK197447.  
Does she or doesn't she? Now you can shampoo in the natural-looking haircoloring; Miss Clairol shampoo formula haircoloring. [Little girl & woman with hair full of suds] Poster. Appl. author: Foote, Cone & Belding. © 1Nov66; KK197127.  
Double frosting, double coverage, double quick to give you the most beautifully frosted nails; Extra-Frosted. (In Glamour, Sept. 1966, p.69) Appl. author: Foote, Cone & Belding. © 20Aug66; KK196909.  
Earthlings, beware, Clairol Moon Babies are here, extra sensory ... pales for lips and nails. (In Vogue, Apr. 15, 1966, p.38-39) Appl. author: Foote, Cone & Belding. © 14Apr66; KK195747.  
The first fully-frosted nail colors, no stir, no shake, no fooling; Extra-Frosted. (In Glamour, July 1966, p.18) Appl. author: Foote, Cone & Belding. © 20Jun66; KK195895.  
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Goldilicks, the story of three little lip glosses to give you a look of innocent gilt; Flicker Stick by Clairol. (In Glamour, college ed., Aug. 1966, p.27) Appl. author: Foote, Cone & Belding. © 20Jul66; KK195742.



- Hats off, heads up, bravo for Bazaar. (In Harper's bazaar, Dec. 1966, magazine supplement, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1Dec66; KK197449.
- How did this luscious, flawless, creamy-faced redhead get that way, Clairrol make-up. (In Glamour, Sept. 1966, p.31) Appl. author: Foote, Cone & Belding. © 20Aug66; KK196908.
- How did this luscious flawless, creamy-faced redhead get that way, Clairrol make-up. (In Ladies' home journal, Oct. 1966, p.17) Appl. author: Foote, Cone & Belding. © 27Sep66; KK196901.
- It used to take over 20 minutes; now, a deep down conditioner that works instantly; Hair Dew. (In Beauty world, Nov. 15, 1966, p.12-13) Appl. author: Foote, Cone & Belding. © 15Nov66; KK197455.
- Now, instant hair setting, no wetting, no waiting; Carmen instant hair-setter. (In Vogue, Dec. 1966, p.106) Appl. author: Foote, Cone & Belding. © 1Dec66; KK197600.
- Now, lighten your hair like the sun does, be a Summer Blonde all year round. (In Seventeen, May 1966, p.14-15) Appl. author: Foote, Cone & Belding. © 1May66; KK197444.
- Now, shampoo in 14 fabulous Miss Clairrol shades. (In Beauty trade, Oct. 1966, p.3 of cover) Appl. author: Foote, Cone & Belding. © 29Sep66; KK197439.
- Now you can be a Summer Blonde all year round. (In Teen, Sept. 1966, p.22-23) Appl. author: Foote, Cone & Belding. © 8Aug66; KK195741.
- Now you can be a summer blonde all year round; Summer Blonde. (In Teen, Nov. 1966, p.20-21) Appl. author: Foote, Cone & Belding. © 10Oct66; KK196726.
- Seven ways to turn plain gray into radiant silver; Silk & Silver hair color lotion. (In McCall's, Mar. 1966, p.2 of cover) Appl. author: Foote, Cone & Belding. © 24Feb66; KK197445.
- Sun's fun, but it can starve the living daylight out of your hair; Condition. (In Life, July 1, 1966, p.1) Appl. author: Foote, Cone & Belding. © 27Jun66; KK195888.
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- This a complete line of haircoloring from Clairrol; Summer Blonde. (In Supermarket news, Oct. 24, 1966, p.68-69) Appl. author: Foote, Cone & Belding. © 24Oct66; KK197441.
- The 12 ways of Christmas by Clairrol; Soft Blush. (In Life, Dec. 9, 1966, p.34-35) Appl. author: Foote, Cone & Belding. © 5Dec66; KK197424.
- Use an ordinary shampoo on hair color? Not in my salon. [Endorsed by John Garrison] (In Mademoiselle, Jan. 1967, p.1) Appl. author: Foote, Cone & Belding. © 29Dec66; KK197597.
- What makes a young man love an older woman; Silk & Silver. (In The Reader's digest, Oct. 1966, p.32) Appl. author: Foote, Cone & Belding. © 26Sep66; KK196737.
- What would your husband do if suddenly you looked 10 years younger? Loving Care hair color lotion by Clairrol. (In The Reader's digest, Aug. 1966, cover, gatefold & p.1) Appl. author: Foote, Cone & Belding. © 25Jul66; KK195736.
- What would your husband do if suddenly you looked 10 years younger, why not try a little Loving Care and see! (In Look, May 31, 1966, p.2 of cover, gatefold & p.1) Appl. author: Foote, Cone & Belding. © 17May66; KK195880.
- What would your husband do if suddenly you looked 10 years younger? Why not try a little Loving Care and see? (In McCall's, Jan. 1967, p.1-3) Appl. author: Foote, Cone & Belding. © 20Dec66; KK197599.
- When Family circle sends her to your store for packaged spaghetti dinners, she's shopping for Miss Clairrol, too. (In Supermarket news, Oct. 24, 1966, p.70) Appl. author: Foote, Cone & Belding. © 24Oct66; KK197442.
- When Look magazine sends her to your store for Kraft cheese, she's shopping for Clairrol Nice'n Easy, too. (In Supermarket news, Oct. 24, 1966, p.65) Appl. author: Foote, Cone & Belding. © 24Oct66; KK197132.
- When Woman's day sends her to your store for Mazola oil, she's shopping for Clairrol Loving Care, too. (In Supermarket news, Oct. 24, 1966, p.72) Appl. author: Foote, Cone & Belding. © 24Oct66; KK197440.
- When you dream in color what color hair do you dream of, dreams come truer with Miss Clairrol; Miss Clairrol Hair Color Bath. (In Look, July 12, 1966, p.2 of cover, gatefold & p.1) Appl. author: Foote, Cone & Belding. © 28Jun66; KK195881.
- Whenever you need a lift, get your hair done, that magic touch can send you flying. (In Life, June 17, 1966, p.21) Appl. author: Foote, Cone & Belding. © 13Jun66; KK195882.
- Whenever you need a lift, get your hair done, that magic touch can send you flying. (In Life, Sept. 16, 1966, p.26) Appl. author: Foote, Cone & Belding. © 12Sep66; KK196914.
- Who's running this ad in Life magazine? Clairrol, of course; whenever you need a lift, get your hair done. (In Modern beauty shop, Dec. 1966, p.11) Appl. author: Foote, Cone & Belding. © 25Nov66; KK197450.
- World-famous haircolorist Leslie Blanchard says, it's just plain careless to use ordinary shampoo on a delicate hair color. (In Life, Aug. 19, 1966, p.19) Appl. author: Foote, Cone & Belding. © 15Aug66; KK196913.
- Your husband need never again kiss a headful of curlers good night; Carmen instant hairsetter. (In The New Yorker, Dec. 17, 1966, p.77) Appl. author: Foote, Cone & Belding. © 15Dec66; KK197598.
- CLAMAGE, ROBERT R. See CLAMAGE INDUSTRIES, LTD.
- CLAMAGE INDUSTRIES, LTD.  
Beat the Dealer, played like black jack. Slip. © Robert R. Clamage, sole owner, Clamage Industries, Ltd.; 15Oct66 (in notice: 1967); KK196966.
- Get the Point, a game that increases in value the more player purchases. Slip. © Clamage Industries, Ltd., solely owned by Robert R. Clamage; 15Oct66 (in notice: 1967); KK196965.
- \$1000 Rolling Wealth. Sheet. © Clamage Industries, Ltd., solely owned by Robert R. Clamage; 15Oct66 (in notice: 1967); KK196967.
- Player's Choice, played like poker. Slip. © Clamage Industries, Ltd., solely owned by Robert R. Clamage; 15Oct66 (in notice: 1967); KK196964.
- CLEVELAND EQUIPMENT DIVISION, DETROIT ENGINEERING & MACHINE CO. See DETROIT ENGINEERING & MACHINE CO. CLEVELAND EQUIPMENT DIVISION.
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- Clorox needed because weak bleach leaves this dirt in, Clorox bleach cleans it out. (In McCall's, July 1966, p.4 of cover) Appl. author: Honig-Cooper & Harrington. © 1Jul66; KK195546.
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- Smile, team, Clorox cleans out dirt weak bleaches can't. (In Ladies' home journal, Sept. 1966, p.63) Appl. author: Honig-Cooper & Harrington. © 1Sep66; KK196869.
- COCA-COLA CO. ©  
The blizzard girl for Fresca is coming, hundreds of chances to win up to \$100. Sheet. © 8Aug66; KK197042.
- Coca-Cola has the taste you never get tired of. (In Speia magazine, Aug. 1966) Appl. author: McCann-Erickson, Inc. © 5Jul66; KK196091.
- Coke in a basket, why not? (In Speia magazine, July 1966) Appl. author: McCann-Erickson, Inc. © 5Jun66; KK196093.
- The complete picnic kit, not with just one bottle of Coca-Cola. (In Family circle, July 1966, p.24) Appl. author: McCann-Erickson, Inc. © 21Jun66; KK196092.
- Enjoying Fresca means fun to your customers. [Endorsed by Mitch Miller] Sheet. © 27Sep66; KK197184.
- For the taste you never get tired of. Poster. Appl. author: McCann-Erickson, Inc. © 1Jul66; KK196098.
- Free record for Fresca; hey gang, sing up a blizzard with us! [Endorsed by Mitch Miller] Record sleeve. © 28Sep66; KK197183.
- Free record while they last with purchase of two cartons of Fresca. Card. © 28Sep66; KK197186.
- How cold is a blizzard; Fresca. Card & envelope. © 8Aug66; KK197043.
- Ice-cold Coca-Cola has the taste you never get tired of. (In The Saturday evening post, July 2, 1966, p.24) Appl. author: McCann-Erickson, Inc. © 21Jun66; KK196095.
- Make every pause the pause that refreshes with ice-cold Coca-Cola. (In Family circle, August 1966, p.22) Appl. author: McCann-Erickson, Inc. © 19Jul66; KK196089.
- Now, Coca-Cola in bottles you don't have to bring back, new one way bottles. Poster. Appl. author: McCann-Erickson, Inc. © 1Jul66; KK196097.
- Our heroes. Poster. Appl. author: McCann-Erickson, Inc. © 1Apr66; KK196099.
- Reach for the ring, enjoy Coca-Cola in cans! Poster. Appl. author: McCann-Erickson, Inc. © 1Jul66; KK196096.



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Stir up a blizzard of a party with Fresca. [Endorsed by Mitch Miller] Card. © 28Sep66; KK197185.
- Things go better with Coke. Autumn leaves. Poster. Appl. author: McCann-Erickson, Inc. © 1Nov65; KK195845.
- Things go better with Coke. Bottles in snow. Poster. Appl. author: McCann-Erickson, Inc. © 2Aug65; KK195846.
- Things go better with Coke after Coke after Coke; with or without, it's always refreshing. (In The Reader's digest, Aug. 1966) Appl. author: McCann-Erickson, Inc. © 25Jul66; KK196094.
- Want to set more records with Fresca, try singin' up a blizzard. 1 v. © 27Sep66; KK197182.
- Zow, what a duo, always refreshing, pow! (In Teen, Aug. 1966, p.15) Appl. author: McCann-Erickson, Inc. © 11Jul66; KK196088.
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- COLE COLOR CORP. ©  
The sales producing tool used by America's leading firms, Cole color prints. (In The New York times, Apr. 3, 1966, p.18F) © 3Apr66; KK197405.
- COLGATE-PALMOLIVE CO. ©  
If you have ever been afraid of bad breath, never fear, 100's here; Colgate 100. (In St. Louis globe-democrat, May 12, 1966, section G, p.1) Appl. author: Ted Bates & Co., Inc. © 12May66; KK196105.
- Is your soap the one with the hole in it? Palmolive. (In The Reader's digest, May 1966, p.237) Appl. author: Ted Bates & Co., Inc. © 25Apr66; KK196107.
- It had to happen, a new wash-on deodorant; goodbye plain soap; Palmolive Gold. (In McCall's, Aug. 1966, p.41) Appl. author: Ted Bates & Co., Inc. © 24Jul66; KK196106.
- It had to happen, a new wash on deodorant; Palmolive Gold. Girl's hand holding soap. (In Redbook, Sept. 1966) Appl. author: Ted Bates & Co., Inc. © 24Aug66; KK197063.
- Look, beautiful new invention; Palmolive dishwashing liquid. (In Daily news, New York, Sept. 19, 1966, p.30) Appl. author: Ted Bates & Co., Inc. © 19Sep66; KK197351.
- Still another clinical test proves it, Colgate unsurpassed in reducing new cavities when compared to the best-known fluoride. (In McCall's, Dec. 1966, p.44-45 & insert) Appl. author: Ted Bates & Co., Inc. © 20Nov66; KK197824.
- This test convinced millions that a mild soap can really last; Palmolive. (In The Readers Digest, Aug. 1966) Appl. author: Ted Bates & Co., Inc. © 25Jul66; KK196383.
- When you go out tonight, who looks after Billy? Colgate dental cream. (In Cue, May 7, 1966, p.3) Appl. author: Ted Bates & Co., Inc. © 5May66; KK196386.
- When you go out tonight, who looks after Susie? Colgate dental cream. (In Cue, Apr. 9, 1966, p.5) Appl. author: Ted Bates & Co., Inc. © 7Apr66; KK196387.
- You'd do anything to help them fight cavities; Colgate dental cream. (In Ebony, May 1964, p.39) Appl. author: Ted Bates & Co., Inc. © 20Apr64; KK196465.
- You're never going to believe they're made of apples, real apples, because you're never going to understand how real juicy apples ever got to be crispy, crunchy, munchy Snapples apple chips. (In Binghamton Press, N. Y., June 2, 1966, p.3-C) Appl. author: Norman, Craig & Kummel, Inc. © 2Jun66; KK195487.
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- COLONIAL YARN PRODUCTS. ©  
Hi-Lo looper loom. On wrapper. Appl. author: Eugene Crayton, Colonial Yarn Products. © 26Aug66; KK196677.
- COLOR TILE OF COLORADO, INC. ©  
Color Tile has a ceiling like this for your home. (In The Denver post, May 9, 1965, p.2) © 9May65; KK197083.
- Every kind of tile at Color Tile; largest selection, lowest prices in town. (In The Denver post, Aug. 8, 1965, p.22) © 8Aug65; KK197082.
- Prize winning floors. (In The Denver post, July 25, 1965, p.16) © 25Jul65; KK197081.
- Sale, all tile & linoleum tile now for the holidays; brick design vinyl roll goods. (In The Denver post, Nov. 20, 1966, p.15) © 20Nov66; KK197626.
- Simply wonderful, our tremendous selections of tile, wonderfully simple. (In The Denver post, May 16, 1965, p.18) © 16May65; KK197079.
- Stop dreaming of beautiful floors & walls; vinyl floor tile. (In The Denver post, Nov. 13, 1966, p.14) © 13Nov66; KK197624.
- 3 day sale, Fri., Sat., Sun.; at lowest tile prices anywhere. (In The Denver post, Apr. 29, 1965, p.43) © 29Apr65; KK197080.
- Tile now for the holidays, 25% to 50% off; mosaic tile. (In The Denver post, Nov. 27, 1966, p.22) © 27Nov66; KK197623.
- Tile shoppers specials at Colortile, Denver's only tile supermarts; vinyl floor tile. (In The Denver post, Nov. 6, 1966, p.24) © 6Nov66; KK197625.
- COMMONWEALTH EDISON CO. ©  
Only electric dryers give you the same kind of gentle heat you get from the sun. (In Chicago tribune, Sept. 7, 1966, section 1, p.6) © 7Sep66; KK196694.
- Your kitchen is clean, your range is electric. (In Chicago sun-times, Aug. 17, 1966, p.35) © 17Aug66; KK196188.
- CONARD-PYLE CO. ©  
Star miniature roses; Starina. Sheet. © 10Aug66; KK196309.
- CONCO ENGINEERING WORKS, INC. ©  
Field barometric draft controls; Field Scotty. Folder. © 24Oct66; KK197174.
- Field thermal safety switches. Sheet. © 10Nov66; KK197510.
- Field Thrifty-Two some draft controls; the Scotty line. Sheet. © 24Oct66; KK197175.
- Stacker cranes; bulletin TRC-366. 1 v. © 1Jun66; KK195206.
- Wind protector shields. Sheet. © 9Sep66; KK196687.
- CONSOLIDATED BUYING SERVICE, INC. ©  
Explaining sex to your little girl, new record albums help parents explain growing up to children. (In Redbook, July 1966, p.95) © 20Jun66; KK195284.
- CONSUMER PRODUCTS DIVISION, A. O. SMITH CORP. See SMITH, A. O.
- CONSUMER PRODUCTS DIVISION, UNION CARBIDE CORP. See UNION CARBIDE CORP. CONSUMER PRODUCTS DIVISION.
- CONTINENTAL ILLINOIS NATIONAL BANK & TRUST CO. OF CHICAGO. ©  
Emergo takes the guesswork out of pension planning. (In Business week, June 18, 1966, p.186-187) Appl. author: Earle Ludgin & Co. © 17Jun66; KK195664.
- Free, new horizons. (In Commerce, Apr. 1966, p.1) Appl. author: Earle Ludgin & Co. © 15Apr66; KK195666.
- If you scratch our back, we'll scratch yours. (In Bankers monthly magazine, June 15, 1966, p.10) Appl. author: Earle Ludgin & Co. © 13Jun66; KK196401.
- Italy, of course, is mostly olive trees, spaghetti, and old ruins. (In The Wall Street journal, May 11, 1966, p.8) Appl. author: Earle Ludgin & Co. © 11May66; KK196681.
- The only one working today is your money. (In Federation news, Sept. 5, 1966, p.2) Appl. author: Earle Ludgin & Co. © 5Sep66; KK196684.
- Open during alterations. (In American banker, June 7, 1966, p.9) Appl. author: Earle Ludgin & Co. © 7Jun66; KK195665.
- Ora la Continental Bank ha aperto un ufficio in Milano. (In Bankers monthly magazine, July 15, 1966, p.30-31) Appl. author: Earle Ludgin & Co. © 13Jul66; KK196402.
- Soil bank, we may have blossomed into business on Chicago's LaSalle Street. (In Agricultural banking & finance, Sept.-Oct. 1966, p.25) Appl. author: Earle Ludgin & Co. © 1Sep66; KK197513.
- Things keep looking up in utilities, and the building boom gets louder every day. (In Investment dealers' digest, June 6, 1966, p.13) Appl. author: Earle Ludgin & Co. © 6Jun66; KK197514.
- We've uncovered a plot in America. (In Business week, Sept. 3, 1966, p.12-13) Appl. author: Earle Ludgin & Co. © 2Sep66; KK196399.
- CONTRACT DIVISION, SEALY, INC. See SEALY, INC. CONTRACT DIVISION.
- CORY COFFEE SERVICE PLAN, INC. ©  
Cory announces an amazing new coffee service plan. (In Chicago daily news, May 19, 1965, p.79) © 19May65; KK197568.
- COVENTRY (SARAH) INC. ©  
Dear Sarah, last week at a Sarah Coventry showing, I bought your new Golden embers. (In Good house-keeping, Nov. 1966, p.209) Appl. author: Rumrill-Hoyt, Inc. © 18Oct66; KK197283.
- The Lennon Sisters; which necklace do you like best; Fashionette. (In Seventeen, July 1966, p.139) Appl. author: Rumrill-Hoyt, Inc. © 1Jul66; KK195283.
- Première starring Sarah Coventry; now showing exclusively at Sarah Coventry home jewelry shows. (In Glamour, Oct. 1966, p.128) Appl. author: Rumrill-Hoyt, Inc. © 20Sep66; KK196660.
- The provocative mystery of the East is captured in genuine jade; Jade goddess. (In Vogue, Oct. 15, 1966, p.68) Appl. author: Rumrill-Hoyt, Inc. © 15Oct66; KK197291.
- Which necklace do you like best; Fashionette. (In TV guide, Sept. 17-23, 1966, p.3 of cover) Appl. author: Rumrill-Hoyt, Inc. © 14Sep66; KK197019.



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Perhaps the greatest single advantage you will ever give your child in school; the Cowles comprehensive encyclopedia. (In The National observer, Washington, D. C., Feb. 28, 1966, p.5) Appl. author: Rapp & Collins, div. of Foote, Cone & Belding. © Cowles Educational Books Inc., a subsidiary of Cowles Communications, Inc.; 27Feb66; KK195900.

CREAM OF KENTUCKY DISTILLING CO. © Kentucky bourbon whisky; tastes double rich from the heart of the Blue Grass. (In The Birmingham news, Apr. 19, 1966, p.29) © 19Apr66; KK196791.

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A symbol of personal attainment; Cross pens & pencils. (In The New Yorker, Aug. 20, 1966, p.77) Appl. author: Potter Hazlehurst, Inc. © 17Aug66; KK197915.

A symbol of personal attainment; the winner of the Gold Cup is recognized as the best in his field, the same might be said of Cross pens and pencils. (In The New Yorker, June 4, 1966, p.51) Appl. author: Potter Hazlehurst, Inc. © 2Jun66; KK195567.

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Crower Imperial absolutely the world's finest camshaft; Ford. (In Popular hot rodding, Dec. 1966, p.3 of cover) Appl. author: Robert D. Fall. © 11Nov66; KK197292.

Crower super power Pontiac cams. (In Popular hot rodding, Nov. 1966, p.3 of cover) Appl. author: Robert D. Fall. © 11Oct66; KK196956.

New from Crower engineering, instant super performance for Chevrolet, 296/427. (In Popular hot rodding, Oct. 1966, p.3 of cover) Appl. author: Robert D. Fall. © 11Sep66; KK196381.

Performance engineered competition proven; racing cams. (In Popular hot rodding, Aug. 1966, p.3 of cover) Appl. author: Robert D. Fall. © 11Jul66; KK196279.

Racing cams quicken the pace, oval racing. (In Popular hot rodding, Jan. 1967, p.3 of cover) Appl. author: Robert D. Fall. © 11Dec66; KK197633.

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## D

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Jack Daniel's fire engine is ready if we have to hurry to a fire drill; Old no.7. (In U. S. news & world report, Sept. 5, 1966, p.81) Appl. author: Gardner Advertising Co., Inc. © Jack Daniel Distillery (in notice: Jack Daniel Distillery, Lem Motlow, Prop., Inc.); 5Sep66; KK196625.

What's so special about the Cave Spring at Jack Daniel's? Old no.7. (In The Wooden barrel, Aug. 1966, p.6) Appl. author: Gardner Advertising Co., Inc. © 1Aug66; KK196407.

Why is Jack Daniel's located in Lynchburg, Tennessee? Old no.7. (In The Wooden barrel, Sept. 1966, p.14) Appl. author: Gardner Advertising Co., Inc. © Jack Daniel Distillery (in notice: Jack Daniel Distillery, Lem Motlow, Prop., Inc.); 1Sep66; KK196601.

DANIEL (JACK) DISTILLERY, LEM MOTLOW, PROP., INC. © Is it the sour mash process that makes Jack Daniel's different; Tennessee whiskey. (In Kansas beverage news & analyst, Nov. 1966, p.94) Appl.

author: Gardner Advertising Co., Inc. © 1Nov66; KK197835.

Jack Daniel's ducks have found a quiet home in the hollow; Old no.7. (In Time, Sept. 30, 1966, p.55) Appl. author: Gardner Advertising Co., Inc. © 30Sep66; KK197342.

Snaking a Tennessee whiskey tree; Old no.7. (In The Evening star, Washington, D. C., Nov. 17, 1966, p.B-13) Appl. author: Gardner Advertising Co., Inc. © 17Nov66; KK197874.

This is your invitation to come by Jack Daniel's hollow; Old no.7. (In The Wooden barrel, Nov. 1966, p.6) Appl. author: Gardner Advertising Co., Inc. © 1Nov66; KK197336.

When Mr. Jack started making his whiskey, he called it by different names; Old no.7. (In Business week, Nov. 12, 1966, p.161) Appl. author: Gardner Advertising Co., Inc. © 12Nov66; KK197730.

When we build a new warehouse at Jack Daniel's there's never a shortage of help; Tennessee whiskey. (In Kansas beverage news and analyst, Sept. 1966, p.43) Appl. author: Gardner Advertising Co., Inc. © 1Sep66; KK197168.

When we need extra wood at Jack Daniel's we advertise; Tennessee whiskey. (In Tallahassee democrat, Oct. 11, 1966, p.16) Appl. author: Gardner Advertising Co., Inc. © 11Oct66; KK197536.

Why do we take the time to charcoal mellow Jack Daniel's? Old no.7. (In Club executive, Oct. 1966, p.8) Appl. author: Gardner Advertising Co., Inc. © 1Oct66; KK197204.

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DANT DISTILLERY CO. ©

J. W. Dant doubles your enjoyment. (In Bangor daily news, Mar. 31, 1966, p.12) © 31Mar66; KK196787.

J. W. Dant doubles your enjoyment; bourbon. (In Star-ledger, Newark, N. J., Feb. 10, 1966, p.29) © 10Feb66; KK195776.

New double promotion has single objective: more J. W. Dant profits for you. (In Licensed beverage journal, Apr. 1, 1966, p.21) © 1Apr66; KK197149.

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DE LEON, MARTINEZ.

Fiesta Flamenca, the Flamenco guitar of Juan Serrano. See RADIO CORP. OF AMERICA.

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 Goldfish food; net wt. 1 oz. avoird. Sticker. © Delta Products, div. of Sternco Industries, Inc.; 2May66; KK196970.  
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 Standing offer, the Dennison Standard Copier. (In The Wall Street Journal, Oct. 13, 1966) Appl. author: Horton, Church & Goff, Inc. © 13Oct66; KK197584.
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 Yoo hoo, Mr. Melloan, we liked your story in The Wall Street Journal, there's just one thing; Dennison Copier. (In The Wall Street Journal, Eastern ed., Mar. 22, 1966, p. 15) Appl. author: Horton, Church & Goff, Inc. © 22Mar66; KK197400.
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 George Dickel Tennessee sour mash, full-bodied enough to start with, light enough to stay with. (In U. S. news and world report, Apr. 18, 1966, p. 48) © 18Apr66; KK197130.  
 George Dickel Tennessee sour mash, full-bodied enough to start with, light enough to stay with. [Water-fall] (In U. S. news and world report, May 23, 1966, p. 2 of cover) © 23May66; KK197152.  
 Miss Annie's recipes; Tennessee & Dickel, two names that mean a rare kind of whisky. Folder. © 1May66; KK197128.  
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 New, 100 years ago, George Dickel Tennessee sour mash whisky. (In Times-union, Albany, N. Y., Oct. 12, 1965, p. 7) © 12Oct65; KK195464.  
 A quiet toast to the season with George Dickel from Tennessee; sour mash whisky. (In Playboy, Dec. 1965, p. 23) © 1Dec65; KK195461.  
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 Walt Disney presents It's a small world; ST3925. Record sleeve. (A Disneyland record) © 1Aug66; KK196320.
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 You and arthritis. (In The Reader's digest, Nov. 1966, p. 228B) Appl. author: Victor van der Linde Co., Inc. © 1Nov66; KK197346.
- DOVER CORP. ©**  
 Distinctive elevator cabs by Dover; design no. 66306. Sheet. Appl. author: H. G. Sanders. © 15Apr66; KK195645.  
 Distinctive elevator cabs by Dover; design no. 66307. Sheet. Appl. author: H. G. Sanders. © 15Apr66; KK195646.  
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 Door options, distinctive elevator cabs by Dover. (Doors) Sheet. Appl. author: H. G. Sanders. © 15Apr66; KK195648.
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- Announcing: the 1966 Dow. (In The Detroit news, Mar. 13, 1966, p.16B) © 13Mar66; KK195876.  
Handi-Wrap, 100 feet. On folding carton. © 1Dec66; KK197426.  
Hey mustangs, tigers, fishes, et al, meet the 1966 Dow. (In The Detroit news, Apr. 10, 1966, p.11B) © 10Apr66; KK195877.  
Never take the edge off a sharp cheddar, surround it with Saran Wrap. (In McCall's, July 1966, p.101) © 23Jun66; KK196896.  
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Wall Street Journal paid circulation now is over 1,000,000. Eagle. (In Advertising age, Nov. 14, 1966, p.39) Appl. author: T. E. Callis. © 14Nov66; KK197868.
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For a plumber, it's a tragedy; women aren't afraid of new Liquid Drano. (In McCall's, Sept. 1966, p.R-10) Appl. author: Ogilvy & Mather, Inc. © 23Aug66; KK196871.  
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Oh, delete, it. Isn't there anything that will take the, delete, rust stains off this, delete delete, bathroom tile? Delete. (In Good housekeeping, Nov. 1966, p.283) Appl. author: Ogilvy & Mather. © 24Nov66; KK197343.  
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Lord Mott's french style green beans; 8 oz. avoird. Sticker. © 5Jul66; KK195510.
- DUNCAN FOODS CO.  
If you win one of our 300 Mr. John creations, you've got a problem; Maryland Club spring bonnet sweepstakes. (In The Denver post, Mar. 23, 1966, p.50) Appl. author: Tatham-Laird & Kudner, Inc. © Duncan Foods Co., division of Coca Cola Co.; 23Mar66; KK195171.  
Maryland Club, the coffee you'd drink if you owned all the coffee in the world. (In Rocky Mountain news, Denver, Nov. 30, 1966, p.61) Appl. author: Tatham-Laird & Kudner, Inc. © Duncan Foods Co., division of Coca Cola Co.; 30Nov66; KK197906.  
Si, grow your own coffee tree; Butter-Nut, The Coffee Delicious. (In Family circle, July 1966, p.79) App. author: Tatham-Laird & Kudner, Inc. © Duncan Foods Co., a division of Coca-Cola Co.; 21Jun66; KK196879.  
Special Butter-Nut coffee offer; get my Mickey Mantle signature glove. (In Sunday times-democrat, Davenport-Bettendorf, Iowa, Apr. 24, 1966, comic section, p.3) Appl. author: Tatham-Laird & Kudner, Inc. © Duncan Foods Co., division of Coca-Cola Co.; 24Apr66; KK195145.  
Take the rich, flavorful coffee out of this special package of instant Butter-Nut and what have you got? 3 free tumblers. (In The Telegraph herald, Dubuque, Iowa, Oct. 19, 1966, p.19) Appl. author: Tatham-Laird & Kudner, Inc. © Duncan Foods Co., division of Coca-Cola Co.; 19Oct66; KK197290.  
There are 40,000 reasons to join the Butter-Nut coffee Christmas club. (In Rocky Mountain news, Denver, Oct. 11, 1966, p.54) Appl. author: Tatham-Laird & Kudner, Inc. © Duncan Foods Co., division of Coca-Cola Co.; 11Oct66; KK197101.  
These coffees from Butter-Nut are ready to give you rich, delicious coffee right now. (Butter-Nut coffee tree) (In The Telegraph-herald, Dubuque, Iowa, June 22, 1966, p.10) Appl. author: Tatham-Laird & Kudner, Inc. © Duncan Foods Co., a division of Coca-Cola Co.; 22Jun66; KK195277.  
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Built stronger to burn longer; it takes a lot of banging around to break this bulb. 2 sheets. Appl. author: Michael M. Rudner. © 20Oct65; KK195531.
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## E

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I'd like a fifth of Early Times, how about a quart; Early times Kentucky straight bourbon whisky. Sheet. © 6Jun66; KK195872.  
Join the Early Times hullahaloo with the Early Times quart; Early Times Kentucky straight bourbon whisky. Sheet. © 6Jun66; KK195868.  
Just mention my name in Junction City, the true old-style Kentucky bourbon; Early Times Kentucky straight bourbon whisky. Sheet. © 6Jun66; KK195869.  
My heart belongs to daddy, the true old-style Kentucky bourbon; Early Times Kentucky straight bourbon whisky. Sheet. © 6Jun66; KK195865.  
This is a recorded announcement, this is a recorded announcement, this is a recorded announcement; Early Times Kentucky straight bourbon whisky. Sheet. © 2May66; KK195861.  
Would you believe, there are 2,000,000 bourbon drinkers in New York City; Early Times Kentucky straight bourbon whisky. Sheet. © 6Jun66; KK195857.



- EARLY TIMES DISTILLERY CO.-Con.**  
You can bank on it, big sales, big profits, big volume; Early Times Kentucky straight bourbon whisky. Sheet. © 6Jun66; KK195864.
- EATON ALLEN CORP. ©**  
Super Ko-Rec-Type with SC7 corrects over 7,500 typewriter errors on originals. Folder. © 29Sep66; KK197648.
- EDUCATIONAL ACTIVITIES, INC. ©**  
Finger games, Honor your Partner; L.P. no.506. By Marjorie Matsushita & Judson Powell. [Record sleeve label] © 23Sep65; KK195758.  
Listening with Mr. Bunny Big Ears, language development, speech improvement for primary age children; ARS-6. [Record sleeve label] © 23Sep65; KK195759.
- EISEMAN, FLORENCE, ©**  
Don't fight with the President if he picks up the egg first. (In The New Yorker, Mar. 12, 1966, p.103) Appl. author: Trahey Advertising, Inc. © 9Mar66; KK195786.  
Please do not have a fit in the fitting room. (In The New Yorker, Mar. 9, 1966, p.27) Appl. author: Trahey Advertising, Inc. © 16Mar66; KK195788.  
Please do not reject the entire menu, think of cafeteria food as part of your education. (In The New Yorker, July 23, 1966, p.51) Appl. author: Trahey Advertising, Inc. © 20Jul66; KK195790.  
When you're at the zoo, hear no evil, see no evil, pull no evil. (In The New Yorker, Mar. 5, 1966, p.31) Appl. author: Trahey Advertising, Inc. © 2Mar66; KK195787.
- EKCO HOUSEWARES CO. ©**  
Protect yourself; this is Ekco's new pastry server-cutter. (In Premium practice, June 1966, p.77) Appl. author: Doyle Dane Bernbach, Inc. © 30May66; KK195174.
- ELECTROGRAPHIC CORP. ©**  
Monthly planning schedule; August 1966. Folder. © 19Jul66; KK195566.  
Monthly planning schedule; September 1966. Folder. © 19Jul66; KK195565.  
Monthly planning schedule; October 1966. Folder. © 19Sep66; KK196551.  
Monthly planning schedule; November 1966. Folder. © 19Sep66; KK196550.  
Monthly planning schedule; December 1966. Folder. © 18Nov66; KK197508.
- ELECTRONIC COMPUTER PROGRAMMING INSTITUTE, INC. ©**  
Let this machine give you a new career before it takes away your old one. (In The New York times, July 24, 1966, section 4, p.E7) Appl. author: Smith/Greenland Co., Inc. © 24Jul66; KK195850.  
Most of the people we've trained as computer programmers never thought they had the brains for the job. (In The New York times, Aug. 7, 1966, section 4, p.6E) Appl. author: Smith/Greenland Co., Inc. © 7Aug66; KK196651.  
The one man who can't be replaced by a computer is the man who runs one. (In The New York times, Aug. 28, 1966, section 4, p.7) Appl. author: Smith/Greenland Co., Inc. © 28Aug66; KK197403.  
Twelve weeks' training may be all that's keeping you from answering these ads. (In The New York times, Aug. 21, 1966, section 4, p.E9) Appl. author: Smith/Greenland Co., Inc. © 21Aug66; KK196165.
- ELECTRONICS INSTITUTE OF HAWAII, LTD. ©**  
Reading Tactics, the total approach to increasing reading effectiveness for your organization. Folder. © 15Jul66; KK195820.
- ELLIOTT PAINT & VARNISH CO. ©**  
Vel Ve Lux alkyd exterior flat paint; astro star supreme quality; one gallon. Sticker. © 18Oct66; KK197177.
- ELLIS CO.**  
Lanky sez, draw cards for yourself. Sheet. NM: additions. © Samuel I. Aronhime d.b.a. Ellis Co.; 24Jun66; KK197088.
- ELSNER - LANE, INC. ©**  
Now open, the deluxe Parkwood, a total electric home. (In The Tampa Tribune, Jan. 30, 1966, p.3C) Appl. author: Girard Lane. © 30Jan66; KK197551.
- EMENEE INDUSTRIES, INC. ©**  
Big Bash, snare drum set; 1720. On wrapper. Appl. author: Design Directions. © 5Apr66; KK196672.  
Chocolate factory, makes chocolate flavored candy; 3040. On wrapper. Appl. author: Design Directions. © 5Apr66; KK196673.  
Thermocraft workshop; 4060. On wrapper. Appl. author: Design Directions. © 5Apr66; KK196674.
- EMMELINE RAG DOLLS. See MANERO, EMILY P.**
- EMPIRE BUILDERS CO. ©**  
This is not a contest, we are looking for two ideal homes and families who will receive free all the aluminum siding for their homes. Folder. Appl. author: Harry Stroiman. NM: rev. pictorial material. © 27Jun66; KK195693.  
World's largest applicators of siding. (In The Northwest shopper, Des Moines, Aug. 17, 1966, p.16) Appl. author: Harry Stroiman. © 17Aug66; KK197562.
- ENVELOPE INSTITUTE OF AMERICA. ©**  
Welcome the reply envelope to your sales staff. Folder. Appl. author: Boyd Knell. © 15Aug66; KK196618.
- EPSCO, INC. ©**  
New custom image designs; Universal. Sheet. © 6Oct66; KK196705.
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The inquiring depositor. [Endorsed by Edmund J. Dosé] (In Daily news, New York, May 10, 1966, p.B3) Appl. author: H. J. Gerdtz Co., Inc. © Equitable Federal Savings & Loan Assn. (in notice: Equitable Federal Savings & Loan Assn. of N. Y.); 10May66; KK195571.  
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- EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES. ©**  
Could your boy play for Vince Lombardi? Illus. signed: George Loh. (In Sports illustrated, Nov. 28, 1966, p.57) Appl. author: Foote, Cone & Belding. © 24Nov66; KK197421.
- Don't you think Freddie's a little young to be selling lemonade? Illus. signed: Saxon. (In Saturday review, Oct. 22, 1966, p.13) Appl. author: Foote, Cone & Belding. © 18Oct66; KK197443.  
For a guy who just got promoted. [Two men standing at fence] Illus. signed: Saxon. (In Saturday review, Nov. 19, 1966, p.7) Appl. author: Foote, Cone & Belding. © 15Nov66; KK197764.  
Give us your pension problem and we'll give you the plan that solves it. (In The Journal of commerce, June 17, 1966, p.20) Appl. author: Foote, Cone & Belding. © 17Jun66; KK195745.  
I see that college costs are going up again. (Little Nelson) Illus. signed: Saxon. (In The Saturday review, Sept. 10, 1966, p.21) Appl. author: Foote, Cone & Belding. © 6Sep66; KK196728.  
If you hate to think that service is a lost art, we'd like to have you working for us. (In U. S. news & world report, Oct. 10, 1966, p.99) Appl. author: Foote, Cone & Belding. © 30Oct66; KK196743.  
If you're willing to go out of your way to help others, here's a fine way to help yourself. (In U. S. news & world report, Oct. 24, 1966, p.17) Appl. author: Foote, Cone & Belding. © 17Oct66; KK197367.  
I'm glad you asked that question. [Endorsed by Albert N. Whiteside, Jr.] (In The Insurance field, Dec. 2, 1966, p.27) Appl. author: Foote, Cone & Belding. © 2Dec66; KK197422.  
I'm glad you asked that question. [Endorsed by James C. Moore] (In Life Association news, May 1966, p.108) Appl. author: Foote, Cone & Belding. © 1May66; KK196730.  
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I'm glad you asked that question. [Endorsed by Marshall Wolper] (In Life Association news, Sept. 1966, p.120) Appl. author: Foote, Cone & Belding. © 1Sep66; KK196905.  
I'm glad you asked that question; living insurance can protect your business as well as your family. [Endorsed by Harry Miller] (In Ebony, Nov. 1966, p.87) Appl. author: Foote, Cone & Belding. © 14Oct66; KK197364.  
I'm glad you asked that question, there's one Equitable policy designed for both of you. [Endorsed by James L. Flournoy & LeRoy A. Beavers, Jr.] (In Ebony, Oct. 1966, p.67) Appl. author: Foote, Cone & Belding. © 16Sep66; KK196744.  
Raiding the cookie jar? Illus. signed: Saxon. (In The Saturday review, Sept. 24, 1966, p.24) Appl. author: Foote, Cone & Belding. © 20Sep66; KK196734.  
Retired? Now you can get the best buy we've offered in 31 years. (In U. S. news & world report, Dec. 5, 1966, p.3) Appl. author: Foote, Cone & Belding. © 28Nov66; KK197451.  
Some men forget time when it comes to helping others, that's the kind of man we want; living insurance. (In U. S. news & world report, Sept. 12, 1966, p.95) Appl. author: Foote, Cone & Belding. © 5Sep66; KK196904.  
A spark for a torch. (In Best's life news, Nov. 1966, p.39) Appl. author: Foote, Cone & Belding. © 28Oct66; KK197366.



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- We're looking for an understanding man. (In U. S. news & world report, May 16, 1966, p.70) Appl. author: Foote, Cone & Belding. © 9May66; KK195893.
- We're looking for one man in a thousand, are you the one? (In U. S. news & world report, Nov. 21, 1966, p.25) Appl. author: Foote, Cone & Belding. © 14Nov66; KK197420.
- Where can a man with high ideals earn a good living these days? (In U. S. news & world report, Sept. 26, 1966, p.13) Appl. author: Foote, Cone & Belding. © 19Sep66; KK196735.
- Will your boy fire the ball like Charlie Conerly? Illus. signed: George Loh. (In Sports illustrated, Oct. 17, 1966, p.115) Appl. author: Foote, Cone & Belding. © 13Oct66; KK196742.
- Will your boy follow through like Byron Nelson? Illus. signed: George Loh. (In Sports illustrated, Sept. 12, 1966, p.29) Appl. author: Foote, Cone & Belding. © 8Sep66; KK196733.
- Will your boy hit in the clutch like Tommy Henrich? Illus. signed: George Loh. (In Sports illustrated, Oct. 3, 1966, p.53) Appl. author: Foote, Cone & Belding. © 29Sep66; KK196741.
- Will your boy shatter records like Jesse Owens? Illus. signed: George Loh. (In Sports illustrated, Oct. 31, 1966, p.1) Appl. author: Foote, Cone & Belding. © 27Oct66; KK197365.
- You must be nuts about apples. Illus. signed: Saxon. (In Saturday review, Nov. 5, 1966, p.61) Appl. author: Foote, Cone & Belding. © 1Nov66; KK197368.
- EXTELL, WILFRED. ©  
Buy your car today from Tunkey Chevrolet. (In Courier express, Buffalo, Oct. 12, 1966, p.25) © 12Oct66; KK197571.
- ESKIMO PIE CORP. ©  
Chocolate fudge Party Pride, a quiescently frozen dairy confection; net contents 1 pint, 2 fl. ozs. contains 6 servings 3 fl. ozs. each. On folding carton. © 28Jul65; KK195730.
- Rainbow Party Pride vanilla flavored ice cream, orange sherbet; 6 bars, 3 fl. ozs. each. On folding carton. © 15Aug66; KK197344.
- Super Rocket Party Pride, a quiescently frozen confection; natural orange flavor; net contents 1 pint, 8 fl. ozs. contains 6 servings 4 fl. ozs. each. On folding carton. © 13Aug65; KK195729.
- Twin pop Party Pride, a quiescently frozen confection; natural orange flavor; net contents 1 pint, 2 fl. ozs. contains 6 servings 3 fl. ozs. each. On folding carton. © 26Jul65; KK195731.
- Twin pop Party Pride; cherry; 6 servings, 3 fl. oz. each. On folding carton. NM: additions & revisions. © 28Jul65; KK197592.
- ESTEE LAUDER, INC. ©  
All right, men, be on the lookout for these Aramis grooming agents; Aramis Shampoo-On-A-Rope. (In The New Yorker, June 11, 1966, p.9) © 11Jun66; KK196060.
- Bravest of the new, three spirited Re-Nutriv lipsticks. (In Glamour, May 1, 1966, p.23) © 1May66; KK196450.
- The fragrance that makes itself at-home; Youth-Dew. (In The New Yorker, Apr. 2, 1966, p.33) © 2Apr66; KK196058.
- From Europe, six color originals by Estee Lauder; from her European collection come ... Re-Nutriv lipstick. (In Mademoiselle, Feb. 1, 1966, p.7) © 1Feb66; KK196448.
- Newest of the naturals, three tender young Re-Nutriv lipsticks. (In Glamour, June 1, 1966, p.29) © 1Jun66; KK196449.
- Wake up your complexion with new Active Skin lotion. (In Mademoiselle, Mar. 1, 1966, p.17) © 1Mar66; KK196451.
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- EVERAIN INDUSTRIES, INC. ©  
Lawn sprinklers, garden tools & accessories, 1967 catalog; compact traveling sprinkler. 1 v. © 26Aug66; KK197040.
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Calling the earth to witness that botanicals can stand up and be counted! Folder. © 29Nov65; KK195444.
- EX-LAX, INC. ©  
Pills; 60 unflavored pills. (Unflavored pills) On folding carton. © 29Jul66; KK196286.
- EXECUTONE, INC. ©  
Executone-Gulton physiological monitoring system. Folder. © 8Apr66; KK197193.
- Hospital communication systems for audio-visual nurse call and staff-to-staff communications. Folder. © 12Aug66; KK197195.
- Multi-channel page/reply system to locate and talk with roving personnel, instantly! Sheet. © 14Oct66; KK197196.
- New from Executone, total school communications at your fingertip! Folder. © 15Feb66; KK197192.
- 200-series, the world's most modern communication system. (200 series system) Folder. © 21Jan66; KK197194.
- Voice paging service for locating personnel, making announcements, background music. Folder. © 13May66; KK197191.
- EYE KRAFT OPTICAL, INC. ©  
Eye/Lite, wings of freedom for everyone. (In Optometric weekly, Jan. 27, 1966) Appl. author: Bozell & Jacobs, Inc. © 27Jan66; KK195536.
- The forward look, as we look ahead; Eye-Fashion frames. (In The Optical journal and review of optometry, Feb. 1966) Appl. author: Bozell & Jacobs, Inc. © 11Feb66; KK195537.
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- Get the right caster for every job; series 23 Lockweld swivel caster. Folder. © 17Mar65; KK197695.
- The greatest name in unions; Dart unions. Folder. © 8Jun65; KK197696.
- Lockweld casters, series 24-34, medium heavy duty; data sheet. © 19Nov62; KK197702.
- Steel-framed trucks; 9000 series two-wheel hand trucks. Folder. NM: additions & revisions. © 31Jan66; KK197694.
- Tow line trucks are stronger than competitive standard makes; figure number T-3240-6. Sheet. © 20Nov63; KK197701.
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Epoxo non-slip floor coating, like putting on non-slip shoes. Folder. © 31Dec65; KK196272.
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The new look of Falstaff Golden Tap draft. Poster. © Falstaff Brewing Corp. (In notice: Falstaff Brewing Corp. of St. Louis); 10Nov66; KK197153.
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Spumoni Fantasy ice cream; half gallon liquid. (Ice cream carton) On folding carton. © 15Dec59; KK197035. (See also Fantasy Flavors, Inc.; Hawthorn-Mellody Spumoni Fantasy ice cream; 29Jan60 (in notice: 1959); KK153399)
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New Fashion Tress Professionelle hairpieces. (In Modern beauty shop, July 1, 1966, p.12-13) © 1Jul66; KK195547.
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Wendy West Originals. (Mr. & Mrs. Charlie Wheeler) d.b.a. Fashion Wheel & Wendy West Originals; 24Sep66; KK197570.
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Fast flake. Sticker. © 31May66; KK195622.
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Focus on true fastening value; weld-rooted QN fasteners give permanent, positive, 4-way anchorage. Folder. Appl. author: John T. Doheny. © 28Jul66; KK196431.
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Make the right move to Fedders all new air conditioner line. (In Home furnishings daily, Sept. 13, 1966, p.37) Appl. author: Norman, Craig & Kummel, Inc. © 13Sep66; KK196593.



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Auto Jet-O-Matic vacuum cleaner plugs into your cigarette lighter, cleans your car in seconds! Folder. © 21Nov66; KK197689.
- Giant magnetic pick-up tool, super power magnet picks up all metal objects; model PIC. Folder. © 15Aug66; KK196831.
- Lifetime rechargeable flashlight; model RF-2. Card. © 5Dec66; KK197691.
- New Dial-O-Matic transistorized headlight delay control; model HDC-12V. Folder. © 10Oct66; KK197708.
- New, electric etching tool, 7560 power strokes per minute; model Etch-12V. Card. © 22Sep66; KK197244.
- New quick start electronic auto power booster; model APB-5. Card. © 5Dec66; KK197692.
- New safety for auto, home, boat or shop, jet-action hydro-pump fire extinguisher. Folder. © 21Nov66; KK197690.
- New, transistorized Plug-O-Matic auto battery charger; model ACH-12V Folder. © 10Oct66; KK197707.
- Take it from Mickey Mantle, enjoy new convenience, new protection, with Fedtro intercom remote door station. Card. © 10Oct66; KK197907.
- Take it from Mickey Mantle, new convenience, new protection for your loved ones, transistorized door-answering intercom. Card. © 10Oct66; KK197909.
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- Transistorized, executive deluxe model; wireless intercom, nothing to connect, just plug in and talk. [Endorsed by Mickey Mantle] Folder. © 30Sep66; KK197245.
- FESTIVAL PRODUCTS, INC. ©  
Good guys, unbreakable plastic, interchangeable parts. Card. Appl. author: Wilfred H. Schlee, Jr. © 1Mar66; KK195147.
- FIBREBOARD PAPER PRODUCTS CORP. ©  
BBB vinyl latex wall finish; 0.97 U. S. gallon. Sticker. © 3Feb66; KK197107.
- FINGERHUT MANUFACTURING CO. ©  
Amazing portability, versatility, power, cleans where household vacuums miss; try the Shetland Pony Vac. Sheet. © 18Nov66; KK197596.
- Big 67 pc. 4 in 1 set of Rogers stainless by Oneida plus 3 cutlery sets. Folder. © 18Nov66; KK197595.
- His 'n hers car coats by Fingerhut of Minnesota, new safari jacket styling. [Buckskin suede-look vinyl] Sheet. © 30Sep66; KK196835.
- His 'n hers car coats by Fingerhut of Minnesota, new safari jacket styling. [Crushed leather-look vinyl] Sheet. © 30Sep66; KK196834.
- His 'N Hers car coats in new scrubbed denim, it's velvety soft! Sheet. © 23Sep66; KK197012.
- His 'n hers ranch coats by Fingerhut of Minnesota, wear them first, free. Sheet. © 14Oct66; KK196837.
- Science & mechanics socket wrench and tool set. Sheet. © 13Jul66; KK196562.
- Transparent Airflo seat covers protect your upholstery under an invisible shield, keep it sparkling new right up to trade-in time. Sheet. © 21Oct66; KK197011.
- Wear them first, free; no-iron shirt-waists. Sheet. © 4Nov66; KK197363.
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- Wear these coats for ten days free, you risk nothing; His and Hers car coats. Sheet. © 21Oct66; KK197010.
- Wear this coat for ten days free; luxurious patent leather-100k vinyl, this year's new fashion favorite by Fingerhut of Minnesota. Sheet. © 18Nov66; KK197594.
- Wear this coat for ten days free, you risk nothing, luxurious crushed leather-look vinyl. Sheet. © 20Aug66; KK196560.
- Wear this 17-jewel, 14 karat solid gold, imported Lady Chatel dress watch for 15 days, free. Sheet. © 30Sep66; KK196836.
- FIRST NATIONAL BANK & TRUST CO. ©  
If you're going away on vacation this summer, check out this list of do's and don'ts. (In Hamilton, Ohio, Journal, The Daily news, July 9, 1966, p.12) Appl. author: Rowe & Wyman Co. © 9Jul66; KK197229.
- FISHER-PRICE TOYS, INC. ©  
Baa, baa black sheep TV-radio, an original for boys and girls 2 to 6; no.156. On folding carton. © 11Feb66; KK195827.
- A basic toy for the child's world of make-believe play, Fisher-Price Play Family; no.663. On folding carton. © 10Apr66; KK195823.
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- Giant snap-lock rings & beads. [Box top] © 12Apr66; KK195828.
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- Two tune music box TV, plays two tunes, shows two picture stories; no.114. On folding carton. © 8Jun66; KK195826.
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- FISHLOVE (H.) & CO. ©  
Call your shot, pardner; Six-Shoter. Sheet. Appl. author: I. Fishlove. © 29Jun66; KK195641.
- Call your shot, pardner; Six-Shoter; no.569. On wrapper. Appl. author: I. Fishlove. © 29Jun66; KK195642.
- Greatest surprise gag in years, Mr. John, amazingly realistic, sticks anywhere; no.567, no.568. Sheet. Appl. author: I. Fishlove. © 29Jun66; KK195382.
- Mr. John instructions. Sheet. © 9Jul66; KK196422.
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- FLINT (A. W.) CO., INC. ©  
Certified ladders & staging for all purposes, wood, aluminum, magnesium; Yankee extension ladders. 1 v. © 8Apr66; KK195481.
- FLUTED PAPER PRODUCTS CO., INC. ©  
Baker's Choice 48 foil baking cups, no pans needed. On folding carton. © 16May66; KK196452.
- Chef's Party Pack, 16 foil lined disposable ash trays. On folding carton. © 26Apr66; KK195409.
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Instructions; Scotchlite aluminum plate. Sheet. Appl. author: Andrew Foeller. © 30Apr66; KK196048.
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- FOLEY INDUSTRIES, INC. ©  
Advertisers; your company's name and services are always at your customers fingertips; Calldex. Folder. © 10Nov65 (in notice: 1966); KK197329.
- FOOD MACHINERY CORP. MACHINERY/SYSTEMS GROUP. ©  
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- Installation kit, air conditioner engine components; I.S. 2461. Sheet. © 4Aug66; KK196517.
- Installation, kit, antenna radio receiver; I.S. 2323. Sheet. © 24May66; KK196485.
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Who put the Green Stripe on a Scotch whisky; Usher's Green Stripe. Sheet. © 6Jun66; KK195856.
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For safety's sake, rely on Buckle Up for Safety Safe-Guards. Slip. © Jack Gasnick (Jingle Jack); 16Jan65; KK196532.
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Astronaut walks in space; Kool-Aid. (Kool-Aid funday news) (In St. Louis post-dispatch, June 5, 1966, Sunday comic section, p.3) Appl. author: Foote, Cone & Belding. © General Foods Corp. & Warner Bros. Pictures, Inc.; 5Jun66; KK195891.  
Bugs Bunny gives himself a surprise party; Kool-Aid. (Kool-Aid funday news) (In St. Louis post-dispatch, June 19, 1966, Sunday comic section, p.3) Appl. author: Foote, Cone & Belding. © General Foods Corp. & Warner Bros. Pictures, Inc.; 19Jun66; KK195890.  
The hare-raising adventures of secret agent K-123456789; Kool-Aid. (Kool-Aid funday news) (In St. Louis post-dispatch, May 8, 1966, Sunday comic section, p.3) Appl. author: Foote, Cone & Belding. © General Foods Corp. & Warner Bros. Pictures, Inc.; 8May66; KK195889.  
Kool-Aid funday news; cops capture thirsty thief. (In St. Louis post-dispatch, May 22, 1966, comic section, p.2) Appl. author: Foote, Cone & Belding. © General Foods Corp. & Warner Bros. Pictures, Inc.; 22May66; KK195892.  
Kool-Aid funday news weather forecast; hollywood extra, exclusive interview with famous pitcher star. (In The Salt Lake Tribune, July 17, 1966, comic section, p.3) Appl. author: Foote, Cone & Belding. © General Foods Corp. & Warner Bros. Pictures, Inc.; 17Jul66; KK195744.  
Kool-Aid funday news weather forecast; wow, everyone's collecting Kool-Aid secret riddles. (In The Salt Lake Tribune, July 31, 1966, comic section, p.3) Appl. author: Foote, Cone & Belding. © General Foods Corp. & Warner Bros. Pictures, Inc.; 31Jul66; KK195743.  
Meet Mr. Wiggle, the candy flavor gelatin dessert from Jello. (In Sun Times, Chicago, Aug. 28, 1966, comic section) Appl. author: Young & Rubicam, Inc. © 28Aug66; KK197086.
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Modern practices in infant feeding. 8 p. Appl. author: Edna Mae McIntosh. © 1Apr66; KK197219.
- GERMAIN'S, INC. ©  
Lawn & garden fertilizer 20-5-0 with insecticide; net contents 1 U. S. gallon. Sticker. © 17Aug66; KK196027.  
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- GILLETTE CO. ©  
Best reason to give him Gillette gift sets he'll use 'em; Sun Up. (In The American home, Dec. 1966, p.114) © 22Nov66; KK197627.
- Close quarters call for Right Guard; deodorant. (In Leatherneck, July 1966, p.11) © 25Jun66; KK195994.
- Compliments of some friends; super stainless steel blades. (In 21st anniversary Armed Forces benefit football game program, 1966, p.55) © 2Sep66; KK197493.
- Gee whiskers, what a gift; Techmatic razor. (In Chain store age, drug ed., Oct. 1966, p.19) © 30Oct66; KK197166.
- The graveyard of unused razor blades. (In Time, July 22, 1966, p.E-1) Appl. author: Doyle Dane Bernbach, Inc. © 19Jul66; KK196409.
- Last year you gave him a gorgeous tie, make up for it now; Gillette gift sets, he'll use 'em; Sun Up. (In McCall's, Dec. 1966, p.29) © 23Nov66; KK197657.
- The most exciting shaving discovery since hot water; Gillette Techmatic. (In Buffalo evening news, Nov. 22, 1965, section 1, p.6) © 22Nov65; KK195488.
- Quick, what name do you think of when you think of shaving; right. (In United States tobacco journal, Sept. 29, 1966, p.15) Appl. author: Doyle Dane Bernbach. © 26Sep66; KK197905.
- The spoiler; Gillette Super Stainless Steel blade. (In Newsweek, Sept. 5, 1966, p.NY2) Appl. author: Doyle Dane Bernbach, Inc. © 2Sep66; KK196986.
- What can a girl do about shaving? First ... start with Lady Gillette conditioner; then finish luxuriously with Lady Gillette moisturizer. (In McCall's, Aug. 1966, p.43) © 24Jul66; KK195987.
- A word of caution to owners of electric razors. (In Life, Sept. 30, 1966 p.R-10) Appl. author: Doyle Dane Bernbach, Inc. © 27Sep66; KK197383.
- You play ball with us, we'll play ball with you; Foamy shaving cream. (In Exchange and commissary news, Aug. 1966, p.51) © 15Aug66; KK197178.
- GLENMORE DISTILLERIES CO. ©  
In 1958, Kentucky Tavern was barreled for an 8 year nap; 8 years later Oscar Brown, Jr. was a famous singer-composer. (In Chicago daily defender, Aug. 15, 1966, p.7) Appl. author: Tatham-Laird & Kudner, Inc. © 15Aug66; KK195999.
- In 1958, this Kentucky Tavern was barreled for an 8 year nap; 8 years later, Alex Cord met Kentucky Tavern, the old smoothie. (In Chicago Tribune, Aug. 10, 1966, p.24) Appl. author: Tatham-Laird & Kudner, Inc. © 10Aug66; KK195998.
- In 1958 this Kentucky Tavern was barreled for an 8 year nap ... 8 years later Chuck Connors met Kentucky Tavern, the old smoothie. (In Chicago Tribune, Sept. 14, 1966, p.12) Appl. author: Tatham-Laird & Kudner, Inc. © 14Sep66; KK196984.
- A new wrinkle for the old smoothie, Kentucky Tavern in the bottomless bottle. (In Chicago daily news, July 30, 1966, section 3, p.31) Appl. author: Tatham-Laird & Kudner, Inc. © 30Jul66; KK195952.

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Beautiful tables, how to coordinate sterling, china, crystal. 7 p. NM: revision. © Gorham a.a.d.o. Gorham Corp.; 29Apr66; KK195752.

For brides of every age, lovely Gorham sterling now at remarkable savings. Folder. © Gorham a.a.d.o. Gorham Corp.; 10Jun66; KK195753.

Gorham gives you a money tree, count the Chelsea silver in it. Sheet. © Gorham a.a.d.o. Gorham Corp.; 5Apr66; KK195757.

Gorham sterling, America's leading silversmiths since 1831, summer-fall 1966. 1 v. © Gorham a.a.d.o. Gorham Corp.; 16Jun66; KK195755.

Gorham sterling, rich, brilliant, solid silver ... you're entitled to enjoy Gorham Sterling; Strasbourg. (In Ingenue, May 1966, p.15) © Gorham a.a.d.o. Gorham Corp.; 1May66; KK196748.

Gorham sterling, rich, brilliant, solid silver ... you're entitled to enjoy Gorham Sterling; Strasbourg. (In McCall's, May 1966, p.3) © Gorham a.a.d.o. Gorham Corp.; 20Apr66; KK196745.

Gossamer, a new textured beauty joins the Gorham collection. (In The Bride's magazine, Feb./Mar. 1966, p.70-71) © Gorham a.a.d.o. Gorham Corp.; 13Jan66; KK196746.

The London look is here, Gorham sterling. 1 v. © Gorham a.a.d.o. Gorham Corp.; 23Mar66; KK195756.

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(In Jewelers' circular keystone, directory issue, June 21, 1966, p.50) © Gorham a.a.d.o. Gorham Corp.; 21Jun66; KK195754.

Once in a lifetime ... Gorham sterling dinner for eight service. Folder. © Gorham a.a.d.o. Gorham Corp.; 17Jun66; KK195750.

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You're entitled to enjoy Gorham sterling; Strasbourg. (In Seventeen, Nov. 1966, p.195) © Gorham a.a.d.o. for Gorham Corp.; 20Oct66; KK197602.

## GRANITEVILLE CO. ©

What is there about Athens that's so American? Bull Denim from Graniteville. (In Sports Illustrated, Sept. 26, 1966, p.70-71) © 26Sep66; KK196659.

What is there about Gstaad that's so American? Bull Denim from Graniteville. (In Sports Illustrated, Aug. 29, 1966, p.54-55) © 29Aug66; KK196185.

What is there about London that's so American? Bull Denim from Graniteville. (In Seventeen, Aug. 1966, p.198-199) © 28Jul66; KK195795.

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What is there about Paris that's so American? Bull Denim from Graniteville. (In Mademoiselle, Aug. 1966, p.186-187) © 28Jul66; KK195932.

What is there about Rio that's so American? Bull Denim. (In New York times magazine, Oct. 9, 1966, p.70-71) © 9Oct66; KK197060.

## GREAT ATLANTIC &amp; PACIFIC TEA CO., INC. ©

Another ultra modern facility for you. (In The Evening bulletin, Philadelphia, Dec. 7, 1966, p.54) Appl. author: Gardner Advertising Co., Inc. © 7Dec66; KK197873.

How much cake should there be in a fruit cake? (In The Reporter dispatch, White Plains, N. Y., Nov. 30, 1966, p.38) Appl. author: Gardner Advertising Co., Inc. © 30Nov66; KK197872.

How will you celebrate the 4th? (In The Reporter dispatch, northern Westchester ed., White Plains, N. Y., June 29, 1966, p.34) Appl. author: Gardner Advertising Co., Inc. © 29Jun66; KK195714.

How would you like to try for \$2000? (In Pittsburgh post-gazette, May 31, 1966, p.14) © 31May66; KK195189.

Our managers have taken over! (In The Reporter dispatch, White Plains, N. Y., Northern Westchester ed., Sept. 28, 1966, p.80) Appl. author: Gardner Advertising Co., Inc. © 28Sep66; KK197167.

A pledge from the management of A&P. (In The Reporter dispatch, White plains, N. Y., Northern Westchester ed., Nov. 2, 1966, p.42) Appl. author: Gardner Advertising Co., Inc. © 2Nov66; KK197502.

A practical gift, that's practically perfect; gift certificate. (In The Reporter dispatch, White Plains, N. Y., Northern Westchester ed., Nov. 9, 1966, p.42) Appl. author: Gardner Advertising Co., Inc. © 9Nov66; KK197538.

Remember when preserves were difficult to buy? (In The Reporter dispatch, White Plains, N. Y., Northern Westchester ed., Oct. 26, 1966, p.42) Appl. author: Gardner Advertising Co., Inc. © 26Oct66; KK197338.

Some of our customers are nuts about peanuts. (In The Florida times-union, Jacksonville, Sept. 8, 1966, p.G-8) Appl. author: Gardner Advertising Co., Inc. © 8Sep66; KK197281.

There are Grade A and there are Grade A; Sunnybrook Eggs. (In The Reporter dispatch, Northern Westchester ed., White Plains, N. Y., June 1, 1966, p.36) Appl. author: Gardner Advertising Co., Inc. © 1Jun66; KK195235.

What every new bride should know! (In The Reporter dispatch, Northern Westchester ed., White Plains, N. Y., June 15, 1966, p.48) Appl. author: Gardner Advertising Co., Inc. © 15Jun66; KK195473.

What's new at A&P? (In The Reporter dispatch, White Plains, N. Y., Northwestern Westchester ed., Oct. 1966, p.40-41) Appl. author: Gardner Advertising Co., Inc. © 19Oct66; KK197332.

Where would we be without them? We wouldn't be America's largest food retailer. (In The Reporter dispatch, Northern Westchester ed., Aug. 31, 1966, p.39) Appl. author: Gardner Advertising Co., Inc. © 31Aug66; KK196612.

Who cares enough to freeze the very best? We care. (In Philadelphia bulletin, Aug. 14, 1966, p.23) Appl. author: Gardner Advertising Co., Inc. © 14Aug66; KK196639.

Who cares if frozen fish has that fresh caught flavor? (In Daily news, New York, Oct. 10, 1966, p.22) Appl. author: Gardner Advertising Co., Inc. © 10Oct66; KK197282.

Who cares if we buy our berries right off the bush; Ann Page strawberry preserves. (In Good housekeeping, Oct. 1966, p.C2101) Appl. author: Gardner Advertising Co., Inc. © 10Oct66; KK197821.

Who cares when the shrimp in the dinner are cooked? (In The Reporter dispatch, White Plains, N. Y., Northern Westchester ed., June 3, 1966, p.40) Appl. author: Gardner Advertising Co., Inc. © 6Jun66; KK195532.

Who cares whether the carton is packed by hand ... we care; Nectar tea bags. (In The Reporter dispatch, Northern Westchester ed., White Plains, N. Y., June 20, 1966, p.7) Appl. author: Gardner Advertising Co., Inc. © 20Jun66; KK195475.

Who cares whether your coffee really fits your coffeemaker ... we care; Eight O'Clock coffee. (In The Reporter dispatch, Northern Westchester ed., White Plains, N. Y., June 27, 1966, p.28) Appl. author: Gardner Advertising Co., Inc. © 27Jun66; KK195471.

Who cares which hour the mayonnaise was made? (In Woman's day, July 1966, p.80) Appl. author: Gardner Advertising Co., Inc. © 1Jul66; KK195551.

Who cares which side is up? We care. (In Philadelphia bulletin, July 17, 1966, p.28) Appl. author: Gardner Advertising Co., Inc. © 17Jul66; KK196404.



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- Best vegetables in the ho-ho-whole northwest. (In TV guide, Mar. 19, 1966, p.A-36--A-37) Appl. author: Leo Burnett Co., Inc. © 16Mar66; KK195417.
- Coupon, good for good things from the garden; Niblets. (In Yakima re-public, Jan. 12, 1966, p.31) Appl. author: Leo Burnett Co., Inc. © 12Jan66; KK195430.
- Cuddle this Green Giant rag doll. (In Omaha world herald, Mar. 6, 1966, comics) Appl. author: Leo Burnett Co., Inc. © 6Mar66; KK195416.
- Don't squeeze the great green geezer in a corner of your freezer. (In Supermarket news, Jan. 24, 1966, p.15) Appl. author: Leo Burnett Co., Inc. © 24Jan66; KK195428.
- Extra long, tender green asparagus spears; net wt. 15 oz. Sticker. © 21Dec65; KK196378.
- Free, for 5 Green Giant pea labels; the Jolly Green Giant's moving picture milk mug. (In Times-union, May 22, 1966, comics) Appl. author: Leo Burnett Co., Inc. © 22May66; KK195420.
- Free, for 5 pea labels, the Jolly Green Giant's Super-Ball. (In Mercury-news, Jan. 16, 1966, comics) Appl. author: Leo Burnett Co., Inc. © 16Jan66; KK195431.
- French style, golden wax beans; net wt. 1 lb. Sticker. © 27Oct65; KK196374.
- Golden sweet corn, cream style; net wt. 8 1/2 oz. Sticker. © 9Dec65; KK196377.
- How ho ho ho from the geezer puts go go go in the freezer. (In Progressive grocer, Mar. 1966, p.139) Appl. author: Leo Burnett Co., Inc. © 1Mar66; KK195424.
- Kitchen Sliced green beans, half inch cut; net wt. 1 lb. Sticker. © 28Nov65; KK196375.
- Kounty Kist long, all green asparagus spears; net wt. 1 lb. 3 oz. Sticker. © 27Jul65; KK196372.
- Kounty Kist young, medium small early peas; net wt. 8 1/2 oz. Sticker. © 14Aug65; KK196373.
- Move over, Tom Edison, move over. (In The New Yorker, Feb. 19, 1966, p.144) Appl. author: Leo Burnett Co., Inc. © 17Feb66; KK195427.
- Random sliced mushrooms in butter sauce; net weight 5 3/4 oz. Sticker. © 12Jul65; KK196371.
- Springing up from the dinner table as his napkin fell to the floor, Walter cried, I love you; Le Sueur brand very young small early peas. (In Sunset, Feb. 1966, p.134) Appl. author: Leo Burnett Co., Inc. © 25Jan66; KK195425.
- Watch me, Stuart Little narrated by Johnny Carson and send for me, Green Giant rag doll. (In TV guide, Mar. 5, 1966, p.9) Appl. author: Leo Burnett Co., Inc. © 23Feb66; KK195423.
- What's new? Peas with mushrooms; beans with onions. (In TV guide, Mar. 5, 1966, p.31) Appl. author: Leo Burnett Co., Inc. © 23Feb66; KK195422.
- What's new besides ho ho ho? How the Giant Green scholar used his bean to make a dollar. (In Progressive grocer, Feb. 1966, p.110) Appl. author: Leo Burnett Co., Inc. © 1Feb66; KK195426.
- What's new besides ho ho ho? It's a pea, it's a promotion, it's a Super-Ball. (In Supermarket news, Mar. 28, 1966, p.21) Appl. author: Leo Burnett Co., Inc. © 28Mar66; KK195418.

What's new besides ho ho ho? Profit tip on asparagus, new can size for bigger sales. (In Supermarket news, Apr. 25, 1966, p.29) Appl. author: Leo Burnett Co., Inc. © 25Apr66; KK195421.

What's new besides ho ho ho? The Giant has a mouse up his sleeve. (In Progressive grocer, Jan. 1966, p.82) Appl. author: Leo Burnett Co., Inc. © 2Jan66; KK195429.

What's new besides ho ho ho? The Giant's in there pitching all summer. (In Supermarket news, May 23, 1966, p.15) Appl. author: Leo Burnett Co., Inc. © 23May66; KK195419.

What's new besides ho ho ho? The Green Giant investigates the shrink film case. (In Progressive grocer, Mar. 1966, p.202) Appl. author: Leo Burnett Co., Inc. © 1Mar66; KK195415.

Whole green beans; net wt. 1 lb. Sticker. © 8Dec65; KK196376.

Whole mushrooms in butter sauce; net weight 5 3/4 oz. Sticker. © 12Jul65; KK196370.

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## GROWCO, INC.

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Do you have any antiques? Vacu-Flo, the built-in cleaning system. Folder. © 28Oct66; KK197738.

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Wash the face of this lucky 4 leaf clover with water and see what you have won just for visiting your friendly Hurley's Food Centers. Slip. © 12Jul66; KK196036.

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## HAMMOND ORGAN CO. ©

Bonanza, the traffic-building Hammond HMT sweepstakes kicks off with this advertisement ... issue. (In Musical merchandise review, June 1966, p.1) Appl. author: James J. Drain. © 1Jun66; KK197136.

From your Hammond Organ dealer only, exclusive new LP record offer, Suddenly it's spring! (In Life, Mar. 18, 1966, p.112-113) Appl. author: James J. Drain. © 18Mar66; KK196729.

How Hammond built the stringless banjo that strums itself. (In Life, May 13, 1966, p.2 of cover) Appl. author: James J. Drain. © 13May66; KK195897.

I once knew a jazz organist who didn't play a Hammond but I can't remember his name. (In Down beat, Aug. 25, 1966, p.7) Appl. author: James J. Drain. © 25Aug66; KK196732.

It's the Hammond that turns Dad on, no other instrument offers so much music; model K-112. (In Life, Oct. 21, 1966, p.54) Appl. author: James J. Drain. © 21Oct66; KK196898.

It's the Hammond that turns the family on, no other instrument offers so much music; model M-111. (In Life, Sept. 30, 1966, p.22) Appl. author: James J. Drain. © 30Sep66; KK196883.

A musician's guide to Hammond console organs. (In The 1966 National convention of the American Guild of organists [program], June 27/July 1, 1966, p.20) Appl. author: James J. Drain. © 25Jun66; KK195903.

What's so traditional about the Hammond Grand 100 organ? (In The Diapason, June 1966, p.15) Appl. author: James J. Drain. © 1Jun66; KK195905.

Why don't Hammond dealers offer churches service contracts? (In Christian life, June 1966, p.7) Appl. author: James J. Drain. © 1Jun66; KK195734.

Win the lifetime joy of making music, 50 Hammond organs or pianos, your choice, free! (In Life, July 1, 1966, p.18-19) Appl. author: James J. Drain. © 1Jul66; KK195886.

Your Hammond organ dealer offers an acoustical analysis of your church at no cost. (In The American organist, Aug. 1966, p.4 of cover) Appl. author: James J. Drain. © 1Aug66; KK195749.

## HANLON, JAMES G.

An antique? Jim Hanlon and friends Park West Antiques Fair. Sketches by Alida Smith. Sheet. © James G. Hanlon & Alida Smith; 18Jun66; KK197208.

## HARBIN, CLYDE A. ©

Ice cream mix, the mixmaker. Card. © 30Aug66; KK196861.

## HARRIS PAINT CO. ©

Growco auto graining kit: this kit includes 1, 1/2 pint base coat for graining. 3 stickers. © 20Jun66; KK195396.

Growco ultra high heat spray shield, the hot paint; net wt. 15 oz. Sticker. © 11Jul66; KK195843.

Super quality latex wall paint; one gallon. Sticker. © 15Jul66; KK195514.



HARRIS PAINT CO. GROWCO, INC. See GROWCO, INC.

HARRISON DOORMASTER. ©  
This is a hole, it is a good place to pour excess money. Folder.  
© 4May66; KK195520.

HARRY & DAVID. ©  
Gifts and fine food, 1966-67 season; effective June 1, 1966. Folder.  
© 1Jun66; KK196406.

Send a special summer fruit-of-the-month club; surprise your friends, be good to yourself. Folder.  
© 16May66; KK196359.

HARTLEY, J. ©  
You have already won. Folder.  
© 27Jul66; KK195789.

HARTWICK, LEO L. See UNIVERSAL SALES & DISTRIBUTING CO.

HARTZ MOUNTAIN PRODUCTS CORP. ©  
The big scratch, Hartz Mountain spends big money on the longest summer TV and radio promotion in the pet industry. Sheet.  
© 16Jun66; KK197523.

Biskit; no.218; net wt. 1 oz. avoird. On folding carton. © 28Mar66; KK197325.

Cuttlebone; no.220-A; net wt. 3/8 oz. avoird. On folding carton.  
© 8Mar66; KK197326.

Drum Stix for dogs; net wt. 2 oz. avoird. Card. © 28Feb66; KK196115.

Flea powder for cats; net wt. 3 oz. avoird. Sticker. © 4Apr66; KK195701.

Flea powder for dogs; net wt. 3 oz. avoird. Sticker. © 4Apr66; KK195702.

Flea soap for dogs; net weight 4 1/2 oz. avoird. On folding carton. © 15Sep65; KK196183.

Fleacollar, cat; no.501N; net contents, one collar, 0.35 oz. avoird. On wrapper. © 27Jun66; KK197861.

Fleacollar, dog; no.502N; net contents, one collar, 0.7 oz. avoird. On wrapper. © 27Jun66; KK197860.

90 day collar; no.590A. Folder.  
© 18Oct66; KK197277.

Stretch cat collar; no.801. Card. © 1Apr66; KK195399.

Teething ring for puppies and dogs; no.420; net wt. 1.5 oz. avoird. Card. © 11Mar66; KK195400.

Vitamin and mineral powder aids in promoting vigor, vitality and good skin condition; no.545; net wt. 6 oz. avoird. Sticker. © 28Feb66; KK197322.

Wormer for all dogs and cats; no.554; 16 capsules, net wt. 24 oz. avoird. On folding carton. © 11Apr66; KK197324.

Yummies, America's favorite dog treat; no.550; net wt. 6 oz. avoird. On folding carton. © 18Apr66; KK197323.

HARVESTALL INDUSTRIES, INC. ©  
Instant air indicator Thermanometer, the answer to crop drying control. Sheet. Appl. author: Sylvester L. Steffen. © 27Jun66; KK197858.

HARVEY, RAY. ©  
Be a millionaire contest; this is your red card. © 11Jul66; KK195528.

HASSENFIELD BROS., INC. ©  
Get your official Hasbro G. I. Joe, America's movable fighting man. [Tag] Appl. authors: Frank Darling & Anthony Kokinos. © 12Aug66; KK196160.

Special value, G. I. Joe by Hasbro ... with a label from Borden's Dutch instant chocolate flavored mix. Poster. Appl. author: Anthony Kokinos. © 12Aug66; KK196598.

HAUSER, ARTHUR E. ©  
The eight multi-purpose designs shown here ... are for licensing. Sheet. © 11Aug66; KK197073.  
Five photographs of a model structure using the plastic form system. Sheet. © 28Jul66; KK197074.

HAVERHILL'S. ©  
This kind of clock tells a different kind of time; Caslon Clock. (In The American Medical Association news, July 4, 1966, p.8) Appl. author: Samm Coombs. © 4Jul66; KK195308.

When a magnifying glass is not near enough and a stand microscope is too much; AllMikro. (In American Medical Association news, June 13, 1966, p.10) Appl. author: Samm Coombs. © 13Jun66; KK195205.

HAVERHILL'S, INC. ©  
Collector's item: so exquisite it makes beer taste like champagne; Bavarian beer tankard. (In The New Republic, Nov. 19, 1966, p.30) Appl. author: Sam Coombs. © 19Nov66; KK197535.

Some people will think you're cuckoo to pay \$25 for just a clock; Diehl TwelveMonth clock. (In Christian Science monitor, Oct. 27, 1966, p.2) Appl. author: Sam Coombs. © 27Oct66; KK197278.

They laughed when I wound up my shaver; Riviera. (In Christian Science monitor, Dec. 6, 1966, p.3) Appl. author: Sam Coombs. © 6Dec66; KK197724.

HAWKINSON (PAUL E.) CO. ©  
Constant air self sealing buffer assembly unit for all Hawkinson tire truing and buffing machines. Sheet. © 27Jul66; KK195832.  
Passenger car treads. Sheet. Appl. author: Raymond P. Hawkinson. © 28Sep66; KK196678.

HEADRICK, DONALD D. See P. & H. LABORATORIES.

HEIKES (JOHN) & ASSOCIATES, INC. ©  
Play Savon's black-out bingo, play six games at once. Folder.  
NM: revision. © 5Apr66; KK195262.

HEIMANN, A. W. ©  
Purchase order blank. Sheet.  
© 1May66; KK196636.

HEINS RESTAURANT. ©  
An old name for good food. Folder.  
Appl. author: Hill Print. Co. of El Paso. © 30Dec65; KK195269.

HENAL NOVELTY & PREMIUM CO. ©  
Look, Martian Finks are invading, take home a pocketful of Martian Fink fun. Card. © Henry Schore & Alex Friedlander d.b.a. Henal Novelty & Premiums; 8Nov65; KK195618.

HENDON CONSTRUCTION CO. ©  
Preview sale, the 1967 Hendon Galaxie Mark II; introducing ... Deck-O-Wall family Tailor-ized pool. (In Sunday news, New York, Aug. 28, 1966, Nassau-Suffolk supplement, p.NS24) Appl. author: Ralph Baldino. © 28Aug66; KK196675.

HENRI STUDIO. ©  
Dolphin tier fountain. Folder.  
© 20Jan66; KK195684.

HERCULES, INC. ©

Blasting galvanometer and V. A. O. blasting meter. Folder. (Explosives technical data) Appl. author: J. J. O'Neill. © 8Dec66; KK197812.

Detonating fuse; Primacord. Folder. (Explosives technical data) Appl. author: J. J. O'Neill. © 28Nov66; KK197631.

Dynatex, these Dynatex grades are low-cost, Hercules-developed nitro carbo nitrate blasting agents. Sheet. (Explosives technical data) © 6Oct66; KK197234.

Explosives and blasting agents for seismograph blasting operations; Vibrogel 3. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 29Jul66; KK196116.

Gelamite explosives are medium-cost, Hercules-developed semigelatins that have certain characteristics. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 6Oct66; KK197232.

Herco blasting agent 1. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 8Dec66; KK197811.

Now 3 Hercules shells to choose from. Vibrogel 3. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 17Oct66; KK197007.

Packaging features of Hercules high explosives and blasting agents; king-size cartridges. Folder. (Explosives technical data) Appl. author: J. J. O'Neill. © 23Nov66; KK197632.

Self-disarming seismograph Vibrocop SR WW and Titan booster 25XT. (Explosives technical data) Folder. Appl. author: James J. O'Neill. © 28Oct66; KK197417.

Slurrex, a significant advance in blasting technique. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 18Oct66; KK197008.

Vibronite B and Vibronite B-1. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 6Oct66; KK197233.

HERMARK CORP. ©

It's all a woman needs to wear; Caleche. (In The New Yorker, Oct. 15, 1966, p.107) © 15Oct66; KK197104.

Some people turn up their noses at any new fragrance; Caleche, it's all a woman needs to wear. (In Beauty fashion, Aug. 1966, p.11) © 1Aug66; KK196113.

When the woods are full of fragrances, who needs another? Caleche. (In Beauty fashion, July 1966, p.9) © 10Jul66; KK195437.

Who needs one more? You do; Caleche. (In Beauty fashion, Oct. 1966, p.25) © 1Oct66; KK197105.

HERTZ SYSTEM, INC. ©

Hertz will rent you a car for 5 days. (In Interline reporter, June 1966, p.55) Appl. author: Norman, Craig & Kummel, Inc. © 15Jun66; KK195515.

How many movie stars were first discovered behind Hertz counters? (In Strato-cinema program, vol.6, no.4, p.4 of cover) Appl. author: Norman, Craig & Kummel, Inc. © 1Jul66; KK195516.

Let Hertz put the world in your hands. (In Latin America at your fingertips, 1966, p.4 of cover) Appl. author: Norman, Craig & Kummel, Inc. © Hertz Systems, Inc. (in notice: Hertz System, Inc.); 2Jun66; KK195272.



- HERTZ SYSTEMS, INC.-Con.  
Only Hertz offers full convention coverage. (In Official airline guide, quick reference ed., Jan. 1, 1966, cover) Appl. author: Norman, Craig & Kummel, Inc. NM: revision. © Hertz Systems, Inc. (In notice: Hertz System, Inc.); 1Jan66; KK195248.
- Where is the Cape Codder's Cape? (In The Cape Cod vacationer, 1966, p.2 of cover) Appl. author: Norman, Craig & Kummel, Inc. © 1May66; KK195231.
- Would Hertz ever stoop to bribing its customers? (In Sunset, July 1966, p.69) Appl. author: Norman, Craig & Kummel, Inc. © 25Jun66; KK195518.
- HESS, LILO. ©  
Foxes in the woodshed; story and photographs by Lilo Hess. ([Book jacket] no.610) © 20Oct66; KK197794.
- HICKS, JACK. See CAROLINA CO., INC.
- HICKS, JANE. See CAROLINA CO., INC.
- HIGGINS, ALLEN. See A & L HOSIERY CO.
- HILEX CO. ©  
New, Fabr-X softener for brighter fluffier washables with magic whitener; contents 1/2 gallon. Sticker. © 1Nov66; KK197388.
- HILLS BROS. COFFEE, INC. ©  
The extra richness of drip-coffee flavor in an instant. Folder. © 1Jul66; KK195778.
- Flavor so unbeatable, it's reheatable. (Workman heating coffee with a torch) Illus. signed: W. Steig. Folder. © 1Jun66; KK195185.
- Head for the Hills. Sheet. © 9Nov66; KK197375.
- Head for the Hills; instant Hills Bros. coffee. Folder. © 18Nov66; KK197802.
- Head for the Hills; regular grind coffee. Folder. © 18Nov66; KK197801.
- Iced coffee, like a breeze. Folder. © 1Jun66; KK195184.
- Regular grind Hills Bros. Coffee; exciting Kitchen Kanister. Sheet. © 9Nov66; KK197376.
- Togetherness is ... bring us your Hills Bros. and Kellogg's coupons; Kellogg's Special K. Sheet. © 15Aug66; KK196521.
- Togetherness is ... today; Hills Bros. regular grind coffee. Poster. © 15Aug66; KK196522.
- HIRSH (S. A.) MANUFACTURING CO. ©  
Advertising copy guide, Hirsh decorator storage cabinets. Sheet. Appl. author: David Shulman. © 1Jun66; KK196124.
- Advertising copy guide, Hirsh storage cabinets; prices and specifications. 2 sheets. Appl. author: David Shulman. © 15Dec65; KK196137.
- Bookshelf room divider. Sheet. Appl. author: David Shulman. © 11Jul66; KK195781.
- Bookshelf/room divider, model CB 463. Sheet. Appl. author: David Shulman. © 1Jul66; KK196136.
- Decorator storage for home and office; advertising illustrations and copy guide. Folder. Appl. author: David Shulman. © 1Aug66; KK196145.
- Decorator storage for home and office; dealer's cost price list. Prices effective June 1, 1966. Folder. Appl. author: David Shulman. © 1Jun66; KK196142.
- Decorator storage for home and office; retail prices and specifications. Prices effective June 1, 1966. Folder. Appl. author: David Shulman. © 1Jun66; KK196143.
- Decorator units. (Line illustrations of decorator storage units for use in office) Sheet. Appl. author: David Shulman. © 1Jul66; KK196132.
- Decorator units. (Line illustrations of decorator storage units for use in the home) Sheet. Appl. author: David Shulman. © 1Jul66; KK196131.
- Decorator units. (Wash drawings of two credenzas, wall unit and utility stand) Sheet. Appl. author: David Shulman. © 1Jul66; KK196133.
- Deluxe Hirshline. Sheet. Appl. author: David Shulman. © 1Jul66; KK196134.
- Door'n wall shelves, Colonial white; model A318W. Sheet. Appl. author: David Shulman. © 11Jul66; KK195783.
- Hirshway decorator storage cabinets that add a closet to your home. Sheet. Appl. author: David Shulman. © 15Apr66; KK196126.
- Hirshway storage cabinets. (Photograph of three compartment solid color Hirshway storage cabinets) Sheet. Appl. author: David Shulman. © 10Jan66; KK196127.
- Hirshway storage cabinets. (Photograph of two compartment solid color Hirshway storage cabinets) Sheet. Appl. author: David Shulman. © 10Jan66; KK196130.
- Hirshway storage cabinets. (Three compartment woodgrain finish) Sheet. Appl. author: David Shulman. © 10Jan66; KK196128.
- Hirshway storage cabinets. (Two compartment woodgrain finish) Sheet. Appl. author: David Shulman. © 10Jan66; KK196129.
- How to assemble deluxe Hirshline. (Hirshline instruction sheet) Folder. Appl. author: David Shulman. © 1Dec65; KK196146.
- How to assemble Hirsh Shelv-It-All. (Shelv-It-All instruction sheets) Sheet. Appl. author: David Shulman. © 1Feb66; KK196144.
- New breakthrough in economy storage concept; Hirshway storage cabinets. Sheet. Appl. author: David Shulman. © 10Jan66; KK196138.
- New Hirsh bookshelf room divider. Sheet. Appl. author: David Shulman. © 15Jul66; KK196140.
- New Hirsh decorator storage units for home and office. Sheet. Appl. author: David Shulman. © 15Jun66; KK196147.
- Open the door to new profits with Hirsh door'n wall shelves. Sheet. Appl. author: David Shulman. © 11Jul66; KK195782.
- Order your work & hobby bench accessories today. Sheet. Appl. author: David Shulman. © 1Jun66; KK196139.
- Stor-a-way Royal, model R63; Stor-a-way Fiesta, model R9. Sheet. Appl. author: David Shulman. © 1Jul66; KK196135.
- Sturdy all steel frame work & hobby bench. (Four color work and hobby bench) Sheet. Appl. author: David Shulman. © 1Jun66; KK196141.
- Walnut woodgrain door'n wall shelves; model A536G. Sheet. Appl. author: David Shulman. © 11Jul66; KK195780.
- Wedding ring masterpieces; bridal ring masterpieces. Folder. © 30Jun66; KK196266.
- Your storage problems solved ... with Hirsh economy Shelv-It-All giant storage unit. Sheet. Appl. author: David Shulman. © 15Apr66; KK196125.
- HOBEN CANDY CORP. ©  
Pic Nic; pecans, caramel, milk coating; net wt. 2 1/8 oz. On wrapper. © 5Jul66; KK195660.
- HOME BREWING CO., INC. ©  
Pub malt lager. Sticker. © 7Sep66; KK196887.
- HOME PLANNERS, INC. ©  
Bi-level homes. 1 v. (Designs for convenient living, portfolio no.37) © 9Feb66; KK196123.
- Contemporary country-estate homes; portfolio no.39. 15 p. © 15Jul66; KK197747.
- Contemporary split-level homes. 1 v. (Designs for convenient living, portfolio no.31) © 8Sep65; KK196117.
- Distinctive two story traditional homes. 1 v. (Designs for convenient living, portfolio no.36) © 18Dec66; KK196122.
- Traditional country-estate homes; portfolio no.38. 14 p. © 15Jul66; KK197746.
- Traditional 1 1/2 story homes. 1 v. (Designs for convenient living, portfolio no.33) © 18Dec65; KK196119.
- Traditional 1 1/2 story homes. 1 v. (Designs for convenient living, portfolio no.34) © 9Feb66; KK196120.
- Traditional split-level homes. 1 v. (Designs for convenient living, portfolio no.32) © 8Sep65; KK196118.
- Two-story contemporary homes; portfolio no.40. 15 p. © 15Jul66; KK197748.
- Two story early American homes. 1 v. (Designs for convenient living, portfolio no.35) © 18Dec65; KK196121.
- Two-story traditional homes; portfolio no.41. 15 p. © 15Jul66; KK197749.
- HOME TOWN FOODS, INC. FOREMOST DAIRIES OF THE SOUTH.  
Coffee Magic, a non-dairy product for coffee, cereals, soups, etc.; one quart liquid. On folding carton. © Home Town Foods, Inc. (In notice: Foremost Dairies of the South, div. of Home Town Foods, Inc.); 20Aug66; KK197005.
- HOME TOWN FOODS, INC. PIXIELAND FROZEN TREATS CO. See PIXIELAND FROZEN TREATS CO.
- HOUSEHOLD PRODUCTS DIVISION, ALBERTO-CULVER CO. See ALBERTO-CULVER CO. HOUSEHOLD PRODUCTS DIVISION.
- HOWARD, EDWARD F. ©  
Mister Zip-check says, mucho trabajo, poco dinero! Sheet. NM: additions. © 22Jun66; KK197053.
- HUDEPOHL BREWING CO. ©  
Beautiful way to say come and get it. (In Columbus dispatch, June 21, 1966, p.7) Appl. author: Randal S. West. © 21Jun66; KK195187.
- HUGHES, DAVID W. ©  
One ticket contains 100 donations. (Donation ticket) Slip. © 25Apr66; KK195391.
- HUSTLER PHOTO PRODUCTS, INC. ©  
Hustler with Davqual, rapid bath produces maximum quality, minimum wash time for prints and film; concentrated for 4 gallons of working solution. On can. © 25Jul66; KK196866.
- HYDROTHERM, INC. ©  
Cast iron HC Hydrotherm convertible packaged hydronic gas boilers, 65,000 to 145,000 Btu/hr. input. Folder. © 15Jul66; KK197899.
- Cast iron MO Multitemp hydronic oil fired heating plants 420,000 to 4,620,000 Btu/hr. input. Folder. © 15Aug66; KK197900.
- Cast iron OR Hydrotherm hydronic oil boilers, 175,000 to 385,000 Btu/hr. input. Folder. © 15Aug66; KK197898.
- Hydronic heating equipment. 1 v. NM: additions. © 15Jan65; KK195394.

Hydrotherm and multi-temp parts list, gas-fired cast iron, water boilers. Folder. © 15Aug66; KK196824.  
R Hydrotherm hydronic gas boilers, 125,000 to 300,000 Btu/hr. input. Folder. © 15Sep66; KK197897.

# I

## I. S. LABORATORIES, INC. ©

Beauty; the president has a baby; life begins at 40; Formula M7. (In Beauty fashion, Aug. 1965, p.15) Appl. author: H. Allen Lightman. © 1Aug65; KK195393.

Life begins at 40; Formula M7. Irma Shorell. (In Beauty fashion, Aug. 1965, p.15) Appl. author: H. Allen Lightman. © 1Aug65; KK195575.

## ITT CANNON ELECTRIC, INC. ©

Another example of total assurance; small wonder Micropin contacts increase interconnection design capabilities. (In Electronic design, July 1964, p.129) © ITT Cannon Electric, Inc., subsidiary of International Telephone & Telegraph Corp.; 20Jul64; KK195134.

Another example of total assurance; when the going gets rough. (In Space/aeronautics, June 1964, p.131) © ITT Cannon Electric, Inc., subsidiary of International Telephone & Telegraph Corp.; 2Jun64; KK195139.

Another example of total value assurance; CAPS, cannon authorized plug specialist, the symbol of unequaled distributor service. (In Electronic products, July 1964, p.39) © ITT Cannon Electric, Inc., subsidiary of International Telephone & Telegraph Corp.; 10Jul64; KK195137.

Another example of total value assurance; Cannon has answered over 56,000 different problems. (In Electronic news, Feb. 17, 1964, p.32) © ITT Cannon Electric, Inc., subsidiary of International Telephone & Telegraph Corp.; 17Feb64; KK195140.

Another example of total value assurance; Centi-K, a MIL-C-26482 type connector that's grown smaller. (In Electronic design) © ITT Cannon Electric, Inc., subsidiary of International Telephone & Telegraph Corp.; 17Aug64; KK195136.

Another example of total value assurance; high durability, low board wear with PBA printed circuit plugs from Cannon distributors. (In Electronic products, Feb. 1964, p.64) © ITT Cannon Electric, Inc., subsidiary of International Telephone & Telegraph Corp.; 10Feb64; KK195138.

From Cannon, two new designs to intermate with MIL-C-26500 and MIL-C-26482 connectors. (In Electronic equipment engineering, Jan. 1964, p.23) © ITT Cannon Electric, Inc., subsidiary of International Telephone & Telegraph Corp.; 5Jan64; KK195142.

Solution to a dollar's value for every dollar spent. (In Electrical design news, Jan. 1965, p.39) © 5Jan65; KK195141.

Total value is designed into every Cannon connector. (In Electrical design news, Mar. 1965, p.19) © ITT Cannon Electric, Inc., subsidiary of International Telephone & Telegraph Corp.; 5Mar65; KK195143.

When every gram counts, Cannon offers new hermetic seals over 40% lighter. (In Space/aeronautics, Jan. 1964, p.28) © ITT Cannon Electric, Inc., subsidiary of International Telephone & Telegraph Corp.; 2Jan64; KK195135.

IDEA ART. See POLLATSEK, MIRIAM R.

## IDEAL TOY CORP. ©

Battle Action sniper post; no.4862-9. On box. © 18Mar65; KK196701.

Motorific, the new, quick change motor toy. On folding carton. © 1Mar64; KK197328.

Motorific trucks, the new, quick change motor toy. Card. © 1Mar66; KK197327.

## IMPACT PRODUCTS CO. ©

Fun miracle instant cool spray fire extinguisher and many other uses; contents: 1 lb. Sticker. © 1May66; KK197014.

## IMPERIAL OIL & GREASE CO., INC. ©

Molub-Alloy the metallic lubricant serving every type of industry throughout the free world. Folder. © 3Jun66; KK195615.

## INDUSTRIAL PRODUCTS CO. ©

Prescription safety eyewear problems? Ipcu can help you solve them. Folder. © 10Aug66; KK196003.

## INDUSTRIAL PRODUCTS DIVISION, SINGER CO. See SINGER CO. INDUSTRIAL PRODUCTS DIVISION.

## INDUSTRIAL SPECIALTIES, INC. ©

Manual and power clamps & tooling components; catalog no.1165. 36 p. © 15Dec65; KK195614.

## INTERNATIONAL DYNAMICS CORP. ©

All-around computer, Omnic. Card. Appl. author: Stephen E. Seadler. © 27Jul66; KK197015.

## INTERNATIONAL ELECTRIC FENCE CO., INC. ©

Shurting stings like a bee; electron controlled timed shock! © 15Aug66; KK197620.

## INTERNATIONAL LADIES' GARMENT WORKERS' UNION. ©

Two, two for the Union; two presidents of the United States, John F. Kennedy and Lyndon B. Johnson, and two garment workers, Pauline Newman and Judy Ackerman; ILGWU-1. Record sleeve. © 18Oct65; KK195395.

## INTERNATIONAL LATEX CORP. ©

Announcing the new shaped Tampon by Playtex. (In Good housekeeping, June 1966, p.230A) Appl. author: Doyle Dane Bernbach, Inc. © 30May66; KK196657.

One month free; Playtex self-adjusting Tampons. (In Good housekeeping, July 1966, p.188A) Appl. author: Doyle Dane Bernbach, Inc. © 28Jun66; KK195550.

## INTERNATIONAL TELEPHONE & TELEGRAPH CORP. ITT CANNON ELECTRIC, INC.

See ITT CANNON ELECTRIC, INC.

## ITEMS, INC. ©

Man Bone, a rawhide chew toy, Dog's Best Friend. Folder. © 30Jul66; KK196057.

## ITKIN BROS., INC. ©

The Itkins asked 25 secretaries what they thought of the open front desk. (In The New York times, July 11, 1966, p.12) Appl. author: Smith/Greenland Co. © 11Jul66; KK195441.

The Itkins' bargain bargain. (In The New York times, Aug. 1, 1966, p.18) Appl. author: Smith/Greenland Co. © 1Aug66; KK195849.

The Itkins have two dozen salesmen who can't sell. (In The New York times, Oct., 18, 1966, p.30) Appl. author: Smith/Greenland Co. © 18Oct66; KK196987.

The Itkins' long hot miserable summer sale; this money saving office furniture sale is offered. (In The New York times, Sept. 6, 1966, p.34) Appl. author: Smith/Greenland Co. © 6Sep66; KK196296.

# J

## JAMAICA TOURIST BOARD. ©

Jamaica ... Caymanas is a big-city track 11 miles from our biggest city. Jockey. (In Life, Oct. 28, 1966, p.R-10) Appl. author: Doyle Dane Bernbach, Inc. © 25Oct66; KK197807.

Jamaica; in Jamaica's hills, you can stop and buy a feast of fruit. Fruit stand. (In Life, Nov. 11, 1966, p.R-8) Appl. author: Doyle Dane Bernbach, Inc. © 9Nov66; KK197862.

Jamaica; when it rains, nobody cares much. (In Life, June 3, 1966, p.R-12) Appl. author: Doyle Dane Bernbach, Inc. © 1Jun66; KK195398.

## JAMECO RECORDS, INC.

Taking off. Sticker. © Jameco; 27Mar65; KK195938.

## JAMISON, INC. ©

Cactus climber, 144-411; Fantasy by Jamison. Sheet. © 1Mar66; KK196012.

Dura-Safe by Jamison, specifications for 595-211 bike rack. Sheet. © 1Mar66; KK197061.

## JAN'S INTERIORS.

Mod Podge modern decoupage makes prints look like fine oil paintings in four easy steps. On folding carton. © Janet M. Wetstone d.b.a. Jan's Interiors; 6Oct66; KK197662.

## JINGLE JACK, pseud. SEE GASNICK, JACK.

## JOFFE (J. A.) & CO., INC. ©

Hallowe'en Peek-A-Vue panorama novelty. On folding carton. © 1Jun66; KK195620.

## JOHN'S, INC. ©

Dewkist living gifts; Dewkist Christmas totem poles. Folder. Appl. author: Robert C. Scott. © 17Nov66; KK197697.

DewKist plants go anywhere and are guaranteed to arrive in beautiful condition. Folder. Appl. author: Robert C. Scott. © 15Aug66; KK196857.

## JOHNSON (S. C.) & SON, INC. ©

At last, a clean-smelling bug killer; Raid flying insect killer. (In This week magazine, July 17, 1966, p.14) Appl. author: Arthur B. Rogoff. © 17Jul66; KK196731.

Big Bare cleaner, water base industrial cleaner. 2 stickers. © 3May66; KK196030.

Glo-Coat, Hard Gloss floor wax shields against black heel marks; one gallon. On can. NM: text. © 29Dec65; KK196073.

J/Wax kit, cleaner wax; contents 12 av. oz. 2 stickers. © 16Nov66; KK196026.

J-wax liquid Carnu cleaner/polish shines the deep down color back; contents: one pint. On can. © 20Dec65; KK196850.



## JOHNSON (S. C.) &amp; SON, INC.-Con.

M-53 rust preventer; net contents 5 gallons. 2 stickers. © 19May66; KK195698.

Now, kill bugs dead without leaving ugly oil stains; Raid house & garage bug killer. (In This week magazine, 26Jun66; p.25) Appl. author: Arthur B. Rogoff. © 26Jun66; KK195901.

Paste wax, the original Johnson's wax. On can. NM: text. © 15Jun66; KK195785.

Raid ant and roach killer; net contents 15 1/2 av. oz. On can. NM: textual material. © 3Jan66; KK196031.

So powerful it kills ants and roaches weeks after you spray; Raid ant and roach killer. (In This week magazine, May 15, 1966, p.17) Appl. author: Arthur B. Rogoff. © 15May66; KK195902.

So powerful it penetrates behind walls to kill ants and roaches; Raid. (In This week magazine, July 24, 1966, p.11) Appl. author: Arthur B. Rogoff. © 24Jul66; KK195735.

Which mosquito repellent would you use; Off! (In Sports afield, May 1966, p.101) Appl. author: Arthur B. Rogoff. © 1May66; KK195878.

## JOHNSON &amp; JOHNSON. ©

Helping the hands that heal. [Hands of Carl C. Fischer] (In Pediatrician's management, May 1966, between p.56 & 59) © 1May66; KK197372.

Helping the hands that heal. [Hands of Edgar Martmer] (In Pediatrician's management, Sept. 1966, between p.34 & 37) © 1Sep66; KK197373.

Helping the hands that heal. [Hands of Harry Bakwin] (In Pediatrician's management, Jan. 1966, p.37-38) © 1Jan66; KK197609.

Helping the hands that heal. [Hands of John C. Ullery] (In Obstetrician's gynecologist's management, Sept. 1966) © 1Sep66; KK197610.

Helping the hands that heal. [Hands of Michael E. De Bakey] (In Surgeon's management, May 1966, between p.34 & 37) © 1May66; KK197370.

Helping the hands that heal. [Hands of Philip Levine] (In Obstetrician's gynecologist's management, May 1966, between p.54 & 57) © 1May66; KK197371.

Helping the hands that heal, and with their hands, they heal. [Hands of Isidor S. Ravdin] (In Surgeon's management, Jan. 1966, p.35-36) © 1Jan66; KK197611.

Helping the hands that heal, and with their hands, they heal. [Hands of Robert A. Kimbrough] (In Obstetrician's gynecologist's management, Jan. 1966, p.39-40) © 1Jan66; KK197613.

Here's your chance to clean up profit-wise, we mean; antiseptic premoistened towelette. (In American surgical dealer, Aug. 1966, p.68) © 1Aug66; KK197266.

Home care products specifically selected and packaged for over-the-counter sale. (In Drug topics, Apr. 18, 1966, p.25-56) © 18Apr66; KK197607.

In the cast room, helping the hands that heal. (In Hospital progress, May 1966, p.2 of cover) © 1May66; KK197608.

In the operating room, helping the hands that heal. (In Hospital progress, Jan. 1966, p.2 of cover) © 1Jan66; KK197616.

In the nursery helping the hands that heal. (In Hospital progress, Mar. 1966, cover) © 1Mar66; KK197267.

The most trusted line of hospital surgical dressings, home care products; combine roll. (In Drug topics, May 30, 1966, p.25) © 30May66; KK197614.

Orders won't wait; be ready... Zobec underpads large. (In American surgical dealer, Oct. 1966, p.3 of cover) © 1Oct66; KK197264.

Orthoplast vinyl splints. (In The American journal of occupational therapy, Mar.-Apr. 1966, p.3 of cover) © 1Mar66; KK197268.

Permacel profitability wheel. Card. © 15Dec65; KK197374.

Static safe for O. R. use; Dermicel hypo-allergenic tape. (In Hospital topics, Mar. 1966, p.2 of cover & p.1) © 1Mar66 (in notice: 1965); KK197458.

Surgical dressings are a better bargain each year. (In Hospital progress, Feb. 1966, p.30-31) © 1Feb66; KK197263.

There is an inner liner in Barrier sterile towel drape. (In RN, Mar. 1966, p.3 of cover) © 1Mar66; KK197262.

30% more protection at 1/3 lower cost; Zobec underpad large. (In Modern nursing home administrator, Sept.-Oct. 1966, p.98-99) © 1Sep66; KK197457.

Why do we sterilize an antiseptic like alcohol? Preptic swab. (In Catholic nurse, Mar. 1966, p.7) © 1Mar66; KK197265.

## JOHNSON INDUSTRIES, INC.

Discover new Vedra with aloe; now you can do more for your skin by doing less to it. (In Redbook, Nov. 1966, p.8-8) Appl. author: D'Arcy Advertising Co. © 20Oct66; KK197739.

Now you can do more for your skin by doing less to it; Vedra hand & body lotion. (In Redbook, Sept. 1966, p.129) Appl. author: D'Arcy Advertising Co. © 22Aug66; KK196164.

## JOHNSTON BROS., INC. ©

Blowoff separator. Sheet. © 3Aug66; KK195945.

## JOLLY CLOWN ENTERPRISES.

Jolly the clown twistational balloon kit, contains 30 balloons & instructions. Sheet. © Arthur A. Petri d.b.a. Jolly Clown Enterprises; 23Jun66; KK197029.

## K

K. G., INC. See GUGGENHEIM (KARL) INC.

## KVP SUTHERLAND PAPER CO. ©

Kroger cherry vanilla ice cream; half gallon liquid. On folding carton. (P-104) © 21Jan62; KK196271.

Kroger ice cream, black cherry; half gallon liquid. On folding carton. (P-101) © 10Feb61; KK197836.

Kroger ice cream, butter pecan; half gallon liquid. On folding carton. (P-100) © 10Feb61; KK197157.

## KATHER, ALFRED. ©

Lectro carpet cushion. Sheet. NM: additions & revisions. © 8Jul66; KK195307.

## KAWNEER CO., INC. ©

The architect's railing; railcraft architectural aluminum railings. (In Architectural record, western ed., Apr. 1966, p.143) © 5Apr66; KK197552.

The Kawneer 1200 curtain wall system that solves leakage problems. (In Architectural & engineering news, Apr. 1966, p.21) © 15Apr66; KK197554.

The Kawneer 1600 curtain wall system that solves condensation problems. (In A. I. A. Journal, Mar. 1966, p.22) © 10Mar66; KK197553.

The store front that rolls away even the doors. (In Chain store age, executive ed., Mar. 1966, insert following p.E-18) Appl. states prev. reg. 1965. NM: additions. © 3Mar66; KK197555.

## KAYSONS INTERNATIONAL, LTD. ©

The presidents speak, George Washington; narrated by Art Baker. Collector's ed. Record sleeve. (Presidential Profiles, 1) © 17Jun66; KK197033.

The presidents speak, John F. Kennedy; narrated by Art Baker. Collector's ed. Record sleeve. (Presidential Profiles, 35) © 14Apr66; KK195179.

## KECK, DIANE H. ©

Narm Copy Cat, learn to button, lace, tie, snap. Folder. © 24Sep65; KK196049.

## KELLOGG CO. ©

Apple Jacks, apple-cinnamon coated cereal; net wt. 6 1/2 oz. On folding carton. © 13Sep65; KK196000.

Cooking with Kellogg's; how to serve a tastier turkey and save yourself a lot of fussing; Croutettes stuffing. (In Ladies' home journal, Nov. 1966, p.136) Appl. author: Leo Burnett Co., Inc. © 25Oct66; KK197412.

Feel like a healthy animal, charge up, sleek down with Special K. [Horse, dancing girl] (In The Saturday evening post, Sept. 24, 1966, p.11) Appl. author: Leo Burnett Co., Inc. © 13Sep66; KK196668.

Feel like a healthy animal, charge up, sleek down with Special K. [Lion, man talking over phone] (In Time, Sept. 9, 1966, p.33) Appl. author: Leo Burnett Co., Inc. © 6Sep66; KK196667.

Feel like a healthy animal, charge up, sleek down with Special K. [Lunging panther, diving female swimmer] (In Life, Sept. 23, 1966, p.24-25) Appl. author: Leo Burnett Co., Inc. © 19Sep66; KK196602.

Feel like a healthy animal, charge up, sleek down with Special K. [Polar bear, male tennis player] (In Look, Sept. 20, 1966, p.85) Appl. author: Leo Burnett Co., Inc. © 6Sep66; KK196604.

Get 10¢ back on any pack; Jumbo assortment, Request Pack, Snack-Pak, & Variety. (In Chicago tribune magazine, June 26, 1966, p.47) Appl. author: Leo Burnett Co., Inc. © 26Jun66; KK196961.

Here's your special invitation to taste the high potency cereal; store coupon, save 7¢ on Product 19. (In Life, regional 1-3, Sept. 2, 1966, p.R11) Appl. author: Leo Burnett Co., Inc. © 29Aug66; KK196603.

New high potency cereal; Product 19; save 7¢. (In The Miami news, Sept. 14, 1966, p.5A) Appl. author: Leo Burnett Co., Inc. © 14Sep66; KK197380.

17¢ says you'll love 'em together; Hills Bros. coffee & Special K high protein cereal. (In Record, Stockton, Calif., Oct. 5, 1966, p.56) Appl. author: Leo Burnett Co., Inc. © 5Oct66; KK196960.



You get the luscious flavor of real fruit in Kellogg's Pop-Tarts; strawberry. (In The Commercial appeal, Memphis, Sept. 29, 1966, p.60) Appl. author: Leo Burnett Co., Inc. © 29Sep66; KK197649.

#### KENNER PRODUCTS CO. ©

Amazing new bubble blower, Bubbl-jet; no.44. Card. © 26Feb65; KK195447.  
Electric super show projector, projects pictures up to 16 square feet; no.830. On folding carton. © 13Sep65; KK195601.  
New gun that shoots bubbles, shoots thousands of bubbles with each loading; Bubble-matic; no.134. Card. © 3Apr65; KK195446.  
New pistol that shoots around the corner and over your shoulder, too; no.145. Card. © 7Mar65; KK195448.  
Paint-Wheels; roll on paint in color patterns; no.275. On folding carton. © 31Dec65; KK195170.

#### KEYSTONE CABINET CO. ©

Dreams of gracious living. Sheet. © 12Jul66; KK195414.  
For luxurious living, look to Keystone. Sheet. © 3Aug66; KK196285.

#### KING-SERLEY THERMOS CO. ©

Holtemp brand vacuum bottle, keeps hot, keeps cold; pint capacity. Sticker. © 26Sep66; KK196750.  
Patio set insulated server and ice bucket. Sheet. © 20Jun66; KK195470.  
Thermos camp stoves and lanterns. Folder. © 1Nov66; KK197435.  
Thermos picnic jugs, ice chests. Folder. © 1Nov66; KK197434.

#### KITSON, HENRY HUDSON.

Minuteman statue at Lexington, Massachusetts. See BROWN & BIGELOW.

#### KLAUER MANUFACTURING CO. ©

Do it right with Klawer sheet metal products. Poster. © 15Aug66; KK196880.

#### KLEER-VU INDUSTRIES, INC. ©

The art of flirtation, or how to play the flirting game; W'Eyes Guise. 1 v. Appl. author: Benjamin B. Osher. © 17Aug65; KK195371.  
W'Eyes talk on the art of flirtation with W'Eyes Guise flirty lashes, a pair to wear and a pair to spare. 10 p. Appl. author: Benjamin B. Osher. © 2Aug65; KK195370.

#### KNUDSEN CREAMERY CO. ©

Beautiful beginnings, happy endings; Hampshire sour cream. (In Look, Nov. 29, 1966, p.M8-M9) Appl. author: Grey Advertising, Inc. © 15Nov66; KK197840.  
The great refresher; real churned buttermilk. (In McCall's, regional ed., Aug. 1966, p.R-2) Appl. author: Grey Advertising, Inc. © 21Jul66; KK196630.  
Knudsen Diet 225, the new liquid diet meal with a delicious dairy-fresh taste! (In Los Angeles herald-examiner, Aug. 23, 1966, p.C-3) Appl. author: Grey Advertising, Inc. © 23Aug66; KK196159.  
Sour cream goes out for dinner; Hampshire sour cream. (In Look, June 28, 1966, p.M-7) Appl. author: Grey Advertising, Inc. © 14Jun66; KK195397.

#### KORVETTE TIRE CENTERS. ©

E. J. Korvette opens newest tire & auto center in Pelham Manor. (In Sunday news, New York, May 22, 1966, p.112-113) © 22May66; KK195710.

E. J. Korvette powerhouse sale on two powerhouse tires, snow or regular at same price. (In Sunday news, New York, Sept. 25, 1966, p.150) © 25Sep66; KK196661.

E. J. Korvette tire sale of the year. (In Daily news, New York, Sept. 6, 1966, p.70-71) © 6Sep66; KK197330.

Extraordinary sale on an extraordinary tire ... the 40,000 mile tire. (In Sunday news, New York, June 12, 1966, p.116-117) © 12Jun66; KK195712.

The 40,000 mile tires. (In Sunday news, New York, Aug. 14, 1966, p.122-123) © 14Aug66; KK196267.

The Powerhouse tire; guaranteed against tread wear-out. (In Sunday news, New York, July 31, 1966, p.114-115) © Korvette Tire Centers a.a.d.o. E. J. Korvette Tire & Auto Center; 31Jul66; KK197085.

Sale at E. J. Korvette tire & auto centers, the powerhouse winter tire: 4-ply nylon cord tubeless. (In Sunday news, New York, Nov. 27, 1966, p.122-123) © 27Nov66; KK197805.

2 great snow tire sales; Korvette powerhouse-smash on big-4 maker snow tires. (In Sunday news, New York, Nov. 13, 1966, p.150-151) © 13Nov66; KK197661.

212,000 snow tires sale at E. J. Korvette tire & auto centers. (In Sunday news, New York, Oct. 30, 1966, p.144-145) © 30Oct66; KK197331.

#### KRAMAR, STEFAN. ©

Adventures in watercolor with Stefan Kramar; desert debut. Folder. © 16Jun66; KK195588.  
Adventures in watercolor with Stefan Kramar; new, your own private art lesson. First Snow. Folder. © 16Jun66; KK197213.

Adventures in watercolor with Stefan Kramar; on the farm. Folder. © 16Jun66; KK195589.

Adventures in watercolor with Stefan Kramar; palo duro. Folder. © 16Jun66; KK195587.

Adventures in watercolor with Stefan Kramar; the covered bridge. Folder. © 16Jun66; KK195586.

Adventures in watercolor with Stefan Kramar; the old country church. Folder. © 16Jun66; KK195585.

KRIM-KO DIVISION, NATIONAL SUGAR REFINING CO. See NATIONAL SUGAR REFINING CO. KRIM-KO DIVISION.

#### KRUPP'S DIRECT MAIL CENTER. ©

Direct mail, is it a dog's life for you? (My direct mail day, It's a dog's life, no.1) Folder. © 22Aug66; KK197243.

## L

#### LAKE, THOMAS PETERS.

Cascading waters. See BROWN & BIGELOW.  
Nature's tapestry. See BROWN & BIGELOW.

#### LAKELAND NURSERIES SALES CORP. ©

News from Lakeland, save almost 30% this year, easy to grow, fragrant everblooming miniature roses. [Envelope] © 1Jan66; KK196053.  
Spring '66, grow a whole fruit orchard in a few feet of space, Lakeland's marvelous Fruit Cocktail tree. 39 p. © 1Jan66; KK196054.

#### LA LANNE, INC. ©

Chocolate flavor, crunchy-n-sweet, Jack Snaxs; 50 wafers, net weight 3 ounces. On bag. © 5Aug66; KK196250.

Honey almond flavor, crunchy-n-sweet, Jack Snaxs; 50 wafers, net weight 3 ounces. On bag. © 5Aug66; KK196249.

#### LAMPKIN LABORATORIES, INC.

Micrometer frequency meter. Sheet. (Bulletin no.86610) Appl. author: G. F. Lampkin. Appl. states prev. reg. 1961. © Lampkin Laboratories, Inc. (Lampkin Labs); 31Aug66; KK196364.

#### LANDMARK. ©

Guess who remodeled the kitchen; Landmark feed. (In Buckeye farm news, Oct. 1966, p.3 of cover) Appl. author: Robert W. Stailey. © 15Sep66; KK196559.

Who knows more about farmers' problems? Nobody. [Endorsed by Russell Hardin] (In Buckeye farm news, Oct. 1966, p.4 of cover) Appl. author: Robert W. Stailey. © 15Sep66; KK196558.

Who listens to young farmers? (In Buckeye farm news, Jan. 1967, p.4 of cover) Appl. author: Robert W. Stailey. © 15Dec66 (in notice: 1967); KK197880.

Who picked up the tab on this; Landmark feed. (In Buckeye farm news, Aug. 1966, p.4 of cover) Appl. author: Robert Stailey. © 15Jul66; KK196050.

Why not deal with a farmer-owned company? (In Buckeye farm news, Dec. 1966, p.3 of cover) Appl. author: Robert W. Stailey. © 15Nov66; KK197549.

Wonder who paid for the tickets; Landmark feed. (In Buckeye farm news, Dec. 1966, p.4 of cover) Appl. author: Robert W. Stailey. © 15Nov66; KK197548.

LANGFELD, BEATRICE. See DANBY FARM.

LANGFELD, DANIEL. See DANBY FARM.

#### LANVIN PARFUMS. ©

Don't promise him anything, just give him Figaro. (In Glamour, Dec. 1966 p.47) © 20Nov66; KK197628.

Don't promise him anything, just give him Figaro. (In The New Yorker, Nov. 26, 1966, p.154) © 26Nov66; KK197651.

For the love of Arpege there's a new hair spray; a Coif of Arpege. (In Harper's bazaar, Sept. 1966, p.246-247) © 1Sep66; KK197655.

For the love of Arpege there's a new hair spray; a Coif of Arpege. (In The New Yorker, Aug. 20, 1966, p.3) © 20Aug66; KK197653.

My Sin, a most provocative perfume. [Head of cat & bottle] (In The New York times magazine, Dec. 11, 1966, p.41) © 11Dec66; KK197864.

My Sin a most provocative perfume. (In Glamour, Nov. 1966, p.85) © 20Oct66; KK197652.

Promise her anything, but give her Arpege. [Four bottles] (In The New York times magazine, Dec. 4, 1966, p.22) © 4Dec66; KK197863.

Promise her anything but give her Arpege. (In Holiday, Dec. 1966, p.1) © 18Nov66; KK197654.

Promise her anything, but give her Arpege. (In Playbill, Dec. 1966, p.18) © 5Dec66; KK197804.

They start wearing Arpege early in Paris. (In Seventeen, Aug. 1966, p.25) © 1Aug66; KK195988.

Want to start something, start with Arpege. (In Seventeen, Oct. 1966, p.17) © 10Oct66; KK197102.

Want to start something, start with Arpege. (In Seventeen, Nov. 1966, p.27) © 1Nov66; KK197656.

Want to start something, start with Arpege. (In Seventeen, Dec. 1966, p.27) © 1Dec66; KK197663.



## LARWIN CO. ©

Buy a home at Meadowbrook and trade in your old life. (In Los Angeles times, Sept. 11, 1966, real estate section, p.19) © 11Sep66; KK196528.

Close-out sale opens today; although ... costs have skyrocketed, all final unit homes at award winning Kingspark will be sold. (In Van Nuys news and green sheet, July 31, 1966, p.48-A) Appl. author: Dancer, Fitzgerald, Sample, Inc. © 31Jul66; KK195833.

Don't worry about our houses being too big, you can grow into them; Greenbrook. (In Los Angeles times, Oct. 23, 1966, section J, p.3) © 23Oct66; KK197355.

If your father served in the armed forces, tell him he can move into Valley West for free. (In The News, Van Nuys, Calif., Nov. 6, 1966, p.40A) © 6Nov66; KK197356.

Introducing Greenbrook, we built it for people who don't have a fortune, but need a lot of extra room. (In Los Angeles times, Sept. 18, 1966, real estate section, p.5) © 18Sep66; KK196573.

Introducing Meadowbrook, it's a lot more than just a bunch of houses. (In Los Angeles times, Aug. 7, 1966, real estate section, p.8) © 7Aug66; KK196530.

People must like what we have to offer at Tanglewood, they keep moving in. (In West magazine (Los Angeles times) Sept. 11, 1966, p.63) © 11Sep66; KK196575.

We believe you have to give people more than just a roof over their heads; Greenbrook. (In Los Angeles times, Oct. 30, 1966, section J, p.9) © 30Oct66; KK197354.

We built Greenbrook for people who don't have a fortune, but need a lot of extra room. (In Los Angeles herald examiner, Sept. 18, 1966, homes & real estate section, p.G-1) © 18Sep66; KK196574.

When you buy a home at Meadowbrook, you don't pay extra for the extras. (In Los Angeles times, Sept. 4, 1966, real estate section, p.7) © Larwin Co. (in notice: Larwin); 4Sep66; KK196529.

LAURA SCUDDER'S DIVISION OF PET, INC.  
See PET, INC. LAURA SCUDDER'S DIVISION.

## LA-Z-BOY CHAIR CO. ©

Active Americans need to relax. (In Ladies' home journal, regions 1-3, May 1966, p.156-I) © 26Apr66; KK195654.

Chairs that make a house a home. (In House & garden, Nov. 1966, p.121) © 17Oct66; KK197490.

The most comfortable chair in the house, La-Z-Boy Reclina-Rocker; style 742. (In American home, Nov. 1966, p.116c) © 18Oct66; KK197488.

Reclina-Rocker; a selection of fine reclining chairs from the Charter Group. (In McCall's, Nov. 1966, p.185) © 20Oct66; KK197489.

## LEE, WILLIAM CHARLES, JR. ©

Famous handmade princess Jewelry. Sheet. NM: additions. © 15Sep66; KK196526.

## LEE METAL PRODUCTS. ©

Steel cabinet jamboree. Sheet. NM: additions & revisions. © 1Aug66; KK196035.

## LEAF BRANDS, INC. ©

Playboy Bunny chocolates; 24 10¢ rolls. On folding carton. © 28Feb66 (in notice: 1963); KK196033.

## LEES (JAMES) &amp; SONS.

Our big fat carpet promotion. (In Home furnishings daily, Sept. 19, 1966, p.19) Appl. author: Doyle Dane Bernbach. © James Lee & Sons, division of Burlington Industries (in notice: James Lee & Sons Co., division of Burlington Industries); 19Sep66; KK197582.

Sept. 14, the first big night for our carpets on ABC-TV's Stage '67. (In Home furnishings daily, Sept. 12, 1966, p.25) Appl. author: Doyle Dane Bernbach. © James Lees & Sons, division of Burlington Industries; 12Sep66; KK197161.

## LE JEUNE, INC. ©

The Studio Twelve flower loom designed expressly for Swistraw by Margaret Weymouth. Sheet. © 12Aug66; KK196697.

## LEMPCO AUTOMOTIVE, INC. ©

Lempco. On bag. © 17Oct66; KK197288.

## LENHART PUB. CO. ©

There are some things insurance can't replace. Folder. Appl. author: Ralph L. Lenhart. © 18Oct65; KK197744.

Time will not wait, start your savings account today. Folder. Appl. author: Ralph L. Lenhart. © 18Oct65; KK197743.

## LIESE, CHARLES.

Great detectives, famous real-life sleuths and their most baffling cases. See PLATT & MUNK CO., INC.

To the top of the world. See PLATT & MUNK CO., INC.

## LIFE-LIKE PRODUCTS, INC. ©

Hanging frame, item no.W861K; Wrought Art. Sheet. © 1Jun66; KK195985.  
Utensil holder, item no.W851K; Wrought Art. Sheet. © 1Jun66; KK195986.

## LI'L GENERAL STORES, INC. ©

Free-Zee. Sticker. © 15May66; KK195260.

## LILY-TULIP CUP CORP. ©

Farm scene design; no.8SSL3. On cup. © 28Oct66; KK197641.

## LINCOLN ROCHESTER TRUST CO. ©

Enter Lincoln Rochester's bill paying economy walk; if the results don't convince you to open a Lincoln Rochester checking account, nothing will. (In Rochester democrat and chronicle, Apr. 10, 1966, p.9B) Appl. author: Hutchins Advertising Co., Inc. © 10Apr66; KK196265.

Every year thousands of our nation's college students become financial dropouts; education loans. (In The Times union, Rochester, N. Y., May 5, 1966, p.12E) Appl. author: Hutchins Advertising Co., Inc. © 5May66; KK196264.

Get rich slow; daily interest savings plan. (In Rochester democrat and chronicle, Apr. 7, 1966, p.6C) Appl. author: Hutchins Advertising Co., Inc. © 7Apr66; KK197038.

Girl talk. (In Rochester democrat and chronicle, Apr. 21, 1966, p.6A) Appl. author: Hutchins Advertising Co., Inc. © 21Apr66; KK197037.

Let Lincoln Rochester set you straight with a home improvement loan. (In Rochester democrat and chronicle, May 15, 1966, p.12S) Appl. author: Hutchins Advertising Co., Inc. © 15May66; KK196262.

Save as though your wife depended on it; automatic savings. (In Rochester democrat and chronicle, May 5, 1966, p.6C) Appl. author: Hutchins Advertising Co., Inc. © 5May66; KK197036.

Trade in your old tub; boat loans. (In Rochester democrat and chronicle, Apr. 17, 1966, p.19A) Appl. author: Hutchins Advertising Co., Inc. © 17Apr66; KK196263.

## LISTON, ROBERT.

Great detectives, famous real-life sleuths and their most baffling cases. See PLATT & MUNK CO., INC.

## LIT-NING PRODUCTS CO., INC. ©

Let Mr. Lit-Ning make office work easier for you. (In The Office, Aug. 1966, p.131) © 1Aug66; KK197087.

## LITTLE &amp; CO., INC. ©

Little line of quality findings since 1906. 8 1. Appl. author: Potter Hazlehurst, Inc. © 30Jun66; KK196955.

## LOCTITE CORP. ©

Auto service products, service kit 118; Lock N' Seal. Sheet. © 7Mar66; KK196419.

Cut down application problems with new spray can and brush-top Part-saver brand anti-seize lubricant. Sheet. © 16Aug66; KK196418.

Get the facts on new Quik-mix Epoxy glue in messproof mixer cup. Slip. © 9Nov65; KK197235.

New Loctite sealant ends refrigerant leaks, cuts installation and service costs. Sheet. © 29Dec65; KK197577.

New messproof mixer cup supplies Quik-Mix epoxy glue in exact amounts for extra strong repairs; new Quik-Mix epoxy glue comes pre-measured in handy mixer cup for super strong joints. Sheet. © 8Nov65; KK197578.

Quik-Mix epoxy glue in messproof mixer cups. Folder. © 20Oct65; KK197579.

## LOFT CANDY CORP. ©

Roses and lace. On wrapper. © 1Jun66; KK195700.

Summertime candies; 1 pound net weight avoird. On wrapper. © 30Apr66; KK196629.

## LOH, GEORGE.

For works in which illus. are signed by George Loh See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.

## LONGLIFE FISH FOOD PRODUCTS.

Frozen assets; baby brine shrimp. (In Florida tropical fish industries trader, Apr./May 1966, p.49) © Longlife Fish Food Products, division of Sternco Industries, Inc.; 15Apr66; KK197524.

## LORILLARD (P.) CO. ©

America's most talked about filter cigarette; True. (In The New York times, Nov. 14, 1966, p.22-23) Appl. author: Foote, Cone & Belding. © 14Nov66; KK197456.

America's most talked about filter cigarette; True. (In The New York times, Nov. 21, 1966, p.37) Appl. author: Foote, Cone & Belding. © 21Nov66; KK197454.

If you think it would take wild horses to make you change your brand, you're right; Danville filter cigarettes. (In Texas magazine (Houston chronicle) Aug. 28, 1966, p.6) Appl. author: Foote, Cone & Belding. © 28Aug66; KK196724.

New, from Lorillard research, a forward step in filter smoking; True. (In Daily news, May 13, 1966, p.53) © 13May66; KK195368.

New, from Lorillard research, a forward step in filter smoking; True. (In The Daily times, Mamaroneck, N. Y., May 12, 1966, p.14) © 12May66; KK195234.

- New, from Lorillard research; True cigarettes, a forward step in filter smoking. (In New York post, May 3, 1966, p.19) © 3May66; KK195190.
- True, the nation's most talked-about filter cigarette, now comes through with menthol, too! (In The Hartford Courant, Sept. 30, 1966, p.15) Appl. author: Foote, Cone & Belding. © 30Sep66; KK196740.
- The truth is out; True filter cigarettes. (In The New York times, Sept. 1, 1966, p.21) Appl. author: Foote, Cone & Belding. © 1Sep66; KK196915.
- Ya se sabe la verdad; True cigarillos, con filtros. (In El diario-la prensa, Sept. 8, 1966, p.17) Appl. author: Foote, Cone & Belding. © 8Sep66; KK196917.
- LOUGHEED, ROBERT.**  
Chuck wagon. See SEEMAN (JAMES) STUDIOS, INC.  
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- LUXOR LIGHTING PRODUCTS, INC. ©**  
Need a floodlamp that looks like daylight ... try this R-40 Snowlite from Luxor. Sheet. © 18Nov66; KK197527.
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and more, with Mrs. Leland's con-  
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more, raise it fast with Mrs. Le-  
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Ghosts 'n' goblins can mean money  
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If your group needs money, you can  
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with Mrs. Leland's candies; Christ-  
mas candy mix. Sheet. © 22Jul66;  
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In advance order form ... for Mrs.  
Leland's old-fashioned Full O' Fruit  
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Just the trick to get your group's  
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fast start; old fashioned Country  
Store Candies. Sheet. © 22Jul66;  
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Let Mrs. Leland's chocolates bring  
your group \$50-\$1000-\$2000 and  
more. Sheet. © 22Jul66; KK196832.  
Now, my own version of an old world  
favorite; your group will raise  
\$50 to \$2,500; Old Vienna choco-  
late tortes. Sheet. © 7Oct66;  
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Old-fashioned Full O' Fruit cake;  
net weight two pounds. Sticker.  
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Old Vienna chocolate Tortes; net  
weight one-half pound. On  
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rich mild chocolate. Sheet.  
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raised. Sheet. © 9Sep66;  
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These two brand-new treats are ready  
now to help raise \$50 to \$2500 for  
your group; chewy pecan pralines.  
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This big, thick bar of delicious  
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for your group. Sheet. © 23Sep66;  
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What a delicious way to raise funds  
fast; Full O' Fruit fruit cakes.  
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Appl. author: Leon Mitchell.  
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Nash vacuum pumps and compressors for the textile industry; bulletin no.451-A. Folder. Appl. author: J. L. Hylton. © 6Sep66; KK196876.
- NATIONAL ASSN. OF CEMETERIES.** ©  
Lawn crypts. 5 sheets. © 8Dec65; KK195542.  
Maximum benefits at minimum cost. Sheet. © 25Oct51; KK195545.  
Memorial park or garden plan cemeteries do not permit monuments of the usual type; the memorialization ... through the use of bronze memorials. Sheet. © 30Nov52; KK195538.  
The new way. Sheet. © 7Feb63; KK195541.  
The old way. Sheet. © 7Feb63; KK195540.  
Put your house in order. Sheet. © 25Jun48; KK195543.  
We are members of the National Association of Cemeteries. Sheet. © 13Dec63; KK195544.  
Why before need? Sheet. © 13Dec63; KK195539.
- NATIONAL BANK OF COMMERCE IN NEW ORLEANS.** ©  
At NBC, customer service is important to the 1945 president of the American Institute of Banking. (In New Orleans states-item, Aug. 29, 1966, p.11) Appl. author: Knox Reeves-Fitzgerald, Inc. © 29Aug66; KK196537.



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At NBC, savings accounts can be opened through a youthful flapper of the roaring twenties. (In New Orleans states-item, Aug. 15, 1966, p.9) Appl. author: Knox Reeves-Fitzgerald, Inc. © 15Aug66; KK196536.
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As good as good can be; Lorna Doone by Nabisco, the most popular shortbread cookies. (In American automatic merchandiser, Oct. 1966, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 15Oct66; KK197200.  
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Walk out of Montgomery Ward with every toy you ever dreamed of in the Team flakes toy round-up. (In Sunday news, New York, Apr. 24, 1966, comic section, p.5) © 24Apr66; KK195377.
- NATIONAL DAIRY COUNCIL. ©  
Watching your weight; Lucerne homogenized vitamin D milk, one quart. On folding carton. NM: pictorial revision. © 25Jan66; KK195243.
- NATIONAL PERIODICAL PUBLICATIONS, INC. ©  
Heft1 in Gotham City, Neal Heft1, his orchestra and chorus; LPM-3621. Record sleeve. NM: "cover art except photo & textual material." © 27Jun66; KK195760.
- NATIONAL PRESTO INDUSTRIES, INC. ©  
Beverly, blushing bride; pressure cooker. (In Redbook magazine, June 1966, p.18) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19May66; KK195451.  
Drusilla, dear daughter-in-law, could I have this recipe, please; pressure cooker. (In Family circle; July 1966, p.60) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Jun66; KK195454.  
Hilda, harried homemaker, how do you manage to fix both coq au vin and yourself so beautifully; pressure cooker. (In Redbook magazine, June 1966, p.83) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26May66; KK195452.  
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Presto thinks your coffeemaker should make good coffee. (Presto thinks twice) (In American home, May 1966, p.38) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Apr66; KK195449.  
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- NATIONAL SUGAR REFINING CO. KRIM-KO DIVISION. ©  
Galaxy chocolate comets ice cream; half gallon liquid. On folding carton. © 28Jul66; KK196851.
- NATIONAL WHEEL & RIM ASSN. ©  
Camper owners, school bus operators, commercial vehicle operators, new wheels for mud and snow tires. Sheet. NM: updated version. © 26Apr66; KK197580.
- NELSON, PEARL A.  
Elementary school science exhibits. See CAMBOSCO SCIENTIFIC CO., INC.
- NESEBIT, E.  
The enchanted castle. See PLATT & MUNK CO., INC.
- NEVCO WOOD PRODUCTS CO., INC.  
For every member of the family; Home Library book rack; 701/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1Jun66; KK195386.
- NEW YORK TIMES CO. ©  
Sounds of the times; world affairs workshop. Record sleeve. Appl. authors: New York Times & Encyclopaedia Britannica, Inc. © 19Nov65; KK197566.
- NORKIN.  
Half horse half alligator. See RADIO CORP. OF AMERICA.
- NORTH AMERICAN PHILIPS CO., INC. ©  
Aargh, does shaving close have to be such a raw, gasp, deal? Norelco, the close electric shave. (In UCLA daily bruin, Apr. 14, 1966, p.5) © 14Apr66; KK195389.  
Drive the fastest shaver on wheels, the new Norelco Tripleheader. (In Esquire, Nov. 1966, p.9) © 20Oct66; KK197202.  
Free for football fans with any Norelco Speedshaver you buy. (In National football league illustrated, Aug. 7, 1966, p.20) © 7Aug66; KK197203.  
Good packing for a ski weekend, the Carry-Corder 150 portable tape recorder; Norelco. (In Car & driver, Dec. 1966, p.103) © 29Nov66; KK197846.  
Norelco introduces the Tripleheader and suddenly you're finished shaving 40% faster than ever before. (In Esquire, Sept. 1966, p.39) © 18Aug66; KK196963.  
Norelco introduces the Tripleheader, shaves nearly 40% faster than ever before. (In The American Legion magazine, Aug. 1966, p.4) © 1Aug66; KK196403.  
Norelco makes it a fast, close, comfortable Christmas, and for women beautiful; tripleheader speedshaver 35T. (In Life, Dec. 9, 1966, p.51) © 5Dec66; KK197843.
- 6 great stars together for the first time in the Norelco Christmas spectacular: the grand opening; tripleheader speedshaver 35T. (In TV guide, Dec. 10, 1966, p.2 of cover & p.1) © 7Dec66; KK197845.  
What's Bill doing, having fun, putting together a 3-transistor radio; Norelco electronic educational kit. (In Boys' life, Dec. 1966, p.21) © 25Nov66; KK197844.
- NORTHWEST PAPER CO. ©  
Mountie at the head of his horse, closeup; pedigreed papers. 1967 calendars. Illus. signed: A. Friberg. © 7Nov66; KK197500.  
Mountie being fitted by tailor for new coat; this memo pad features Carlton bond; Jan. 1967. Illus. signed: A. Friberg. © 21Dec66; KK197896.  
Mountie examines teeth of workhorse; this memo pad features Carlton bond; Sept. 1966. Illus. signed: A. Friberg. © 25Aug66; KK196161.  
Mountie on snowshoes holding small deer vignette; this memo pad features Carlton bond; Dec. 1966. Illus. signed: A. Friberg. © 18Nov66; KK197640.
- NOXZEMA CHEMICAL CO. ©  
Cover Girl make-up makes my skin look lovely, helps it stay lovely, says Barbara Berger. (In Cosmopolitan, Jan. 1965, p.2 of cover) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 1Jan65; KK197171.  
The natural beauty look, a Cover Girl complexion. [Endorsed by Karine, shown on Arianna] (In Seventeen, Jan. 1966, p.49) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 31Dec65; KK196654.  
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- NUMETRIC CORP. ©  
Mr. Dippy imitation chocolate flavor straws flavor milk instantly; 12 Mr. Dippy straws. On folding carton. © 16Dec66; KK197913.
- NU-VISOR GUIDE ADVERTISING, INC. ©  
Welcome to Las Vegas, souvenir map and street guide of the Las Vegas area. Folder. Appl. author: Chester W. Pankow. © 2Sep66; KK197223.
- OCCIDENTAL METALS, INC. ©  
Drawing of a towmotor lifting a bale of copper. Sheet & card. Appl. author: Benjamin Bickoff. © 18Feb66; KK197406.
- OHRBACH'S, INC. ©  
Can you pass this college entrance exam? (In The New York times, Aug. 14, 1966, p.I-51) Appl. author: Doyle Dane Bernbach, Inc. © 14Aug66; KK196170.  
Christmas gift wrap from Ohrbach's. (In The New York times, Nov. 27, 1966, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 27Nov66; KK197837.  
A gift only a mother could love, it's Christmas at Ohrbach's. (In The New York times, Dec. 4, 1966, p.I-53) Appl. author: Doyle Dane Bernbach, Inc. © 4Dec66; KK197838.  
Help the party you belong to, stretch his dollars on an election day coat from Ohrbach's. (In The New York times, Nov. 6, 1966, p.I-53) Appl. author: Doyle Dane Bernbach, Inc. © 6Nov66; KK197643.



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1966

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It's what you get for the low price that counts. (In Newark Sunday news, Nov. 13, 1966, p.44) Appl. author: Doyle Dane Bernbach, Inc. © 13Nov66; KK197642.

It's what you get for the low price that counts. (In The New York times, Aug. 28, 1966, p.L-53) Appl. author: Doyle Dane Bernbach, Inc. © 28Aug66; KK196408.

It's what you get for the low price that counts. Gold coat. (In Newark evening news, Oct. 25, 1966, p.35) Appl. author: Doyle Dane Bernbach, Inc. © 25Oct66; KK197497.

It's what you get for the low price that counts. Handbag. (In The New York times, Nov. 20, 1966, p.L-53) Appl. author: Doyle Dane Bernbach, Inc. © 20Nov66; KK197644.

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It's what you get for the low price that counts. [Raincoated male] (In Newark Sunday news, Oct. 2, 1966, p.33) Appl. author: Doyle Dane Bernbach, Inc. © 2Oct66; KK197004.

Ohrbach's anniversary party starts at 10:00 tomorrow! (In Newark Sunday news, Oct. 16, 1966, p.43) Appl. author: Doyle Dane Bernbach, Inc. © 16Oct66; KK197646.

Ohrbach's does Paris in Paris' own fabrics, her most elegant in years. (In World journal tribune, New York, Sept. 28, 1966, p.15) Appl. author: Doyle Dane Bernbach, Inc. © 28Sep66; KK196988.

Ohrbach's reports the return of elegance. Illus. signed: Weber. (In The New York times, Sept. 11, 1966, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 11Sep66; KK196996.

Paris in three words, young, elegant, Ohrbach's. (In World journal tribune, New York, Sept. 25, 1966, p.23) Appl. author: Doyle Dane Bernbach, Inc. © 25Sep66; KK196991.

See the latest in fashion from Paris at Ohrbach's, Monday, September 26th. (In The New York times, Sept. 18, 1966, p.L-53) Appl. author: Doyle Dane Bernbach, Inc. © 18Sep66; KK197418.

Shirts, pants, skirts, blouses, socks, shoes, slacks, jackets, dresses, underwear, rain stuff, sweaters, suits, ties, coats now in plentiful supply at low prices at Ohrbach's back-to-school shops. (In The New York times, Aug. 21, 1966, L-53) Appl. author: Doyle Dane Bernbach, Inc. © 21Aug66; KK196172.

A summer clearance at the start of summer? Ohrbach's says, when else? (In The New York times, June 26, 1966, p.L-43) Appl. author: Doyle Dane Bernbach, Inc. © 26Jun66; KK196011.

OLÉ PRODUCTS CO. ©

Before you say tequila, say Olé. (In The New Yorker, June 11, 1966, p.149) © 11Jun66; KK197123.

No bull, the best Margaritas in town are made with Olé tequila. (In Playboy, Aug. 1966, p.153) © 1Aug66; KK197147.

OLGA CO. ©

Behind every Olga there really is an Olga who designs with the young point of view, Young Secret ... bra. (In Mademoiselle, Aug. 1966, p.84) © 29Jul66; KK196111.

OSTER (JOHN) MANUFACTURING CO. ©

Cummins pay-off power really works for you; portable electric tools. (In Farm journal, Feb. 1959, p.79) Appl. author: Baker/Johnson & Dickinson. © 24Jan59; KK196413.

Dutch clip? Easy with an Oster electric animal clipper. (In Dog world, June 1966, p.11) © 1Jun66; KK195990.

Every baby's guide to training mothers in Osterizer, liquefier-blender, spin cookery. (In Parents' magazine & better homemaking, Sept. 1966, p.45) © 1Sep66; KK196616.

Join the spin to flavorful, healthful meals with spin cookery; Osterizer, liquefier-blender. (In Today's health, July 1966, p.69) © 1Jul66; KK195993.

New profits at your customer's fingertips; Charmaire electric manicure set. (In American hairdresser, June 1966, p.103) © 1Jun66; KK195991.

New profits at your customer's fingertips; Charmaire electric manicure set. (In American hairdresser, Aug. 1966, p.119) © 1Aug66; KK196614.

Now from Oster, the last word in blades for breezing through butch cuts and flat tops, new size 3 1/2. (In The Master barber & beautician magazine, Aug. 1966, p.18-19) © 1Aug66; KK196615.

Oster performance matched animal clippers for humane, professional hair clipping and surgical shaving; model A-5. (In Modern veterinary practice, July 1966, p.16) © 1Jul66; KK196613.

Press on to exotic drinksmanship; Osterizer, liquefier-blender, with 8 pushbutton speeds. (In Playboy, June 1966, p.48) © 1Jun66; KK195989.

Quiet, cool & light; Osteronic 77 professional hair clipper. (In Master barbers' and beauty culturists' bulletin, Nov. 1966, p.14-15) © 1Nov66; KK197815.

Try a perfect blendship for a show stopping classroom demonstration; blend 'n gel, Osterizer, liquefier-blender, and Knox gelatine. (In What's new in home economics, Sept. 1966, p.7) © 1Sep66; KK196617.

Vive le francs, a new profit-winner, Charmaire portable professional hair dryer. (In American hairdresser, Oct. 1966, p.130) © 1Oct66; KK197816.

Why keep it under our hat? This Oster hair dryer won the design award of the National Design Center. (In Merchandising week, July 4, 1966, p.15) © 4Jul66; KK195992.

OUR OWN HARDWARE CO. ©

Challenger barn paint; 5 gallons.

Sticker. © 10Jun66; KK195191.

Supermix Latex exterior house paint;

1 15/16 pints. Sticker.

© 10Jun66; KK195192.

OWENS-CORNING FIBERGLAS CORP. ©

Another class in Fiberglas; Blue Jay.

Illus. signed: Ted Brennan. (In

One-design and offshore yachtsman,

Apr. 1966) © 1Apr66; KK196644.

Another class in Fiberglas; Lightning.

Illus. signed: Ted Brennan. (In

One-design and offshore yachtsman,

Jan. 1966) © 11Jan66; KK196646.

Another class in Fiberglas; Shields.

Illus. signed: Ted Brennan. (In

One-design and offshore yachtsman,

Mar. 1966) © 10Mar66; KK196645.

Another class in Fiberglas; Sunfish.

Illus. signed: Ted Brennan. (In

One-design and offshore yachtsman,

Feb. 1966) © 9Feb66; KK196647.

## P

P&O-ORIENT LINES. ©

16 run away to sea winter vacations

from P&O for your off season

profits. (In Travel weekly,

Sept. 13, 1966, p.62-62A) Appl.

author: Ogilvy & Mather, Inc.

© 13Sep66; KK196382.

Take a nice, easygoing round trip to

the South Pacific this winter.

(In Calgary herald, Sept. 10, 1966,

p.8. Alberta, Can.) Appl. author:

Ogilvy & Mather, Inc. © 10Sep66;

KK196390.

P&O-ORIENT LINES, INC. ©

A bargain trip around the world can

be an expensive disappointment.

(In The New York times, Aug. 28,

1966, travel section, p.22 XX)

Appl. author: Ogilvy & Mather, Inc.

© 28Aug66; KK196194.

Europe, 17,737 miles, the long,

leisurely way, 48 days across the

Pacific with P & O. (In Boston

Sunday herald, Oct. 9, 1966,

section 3, p.9) Appl. author:

Ogilvy & Mather, Inc. © 9Oct66;

KK197058.

For rent \$1651, the sunlit south

seas for 30 days; then see your

travel agent ... Pacific Paradise

air-sea tour. (In The New York

times, Oct. 2, 1966, travel section,

p.20XX) Appl. author: Ogilvy &

Mather, Inc. © 2Oct66; KK196676.

On your way back from Europe sail

home to Florida with P&O on the

biggest bloomin' ships sailing the

seven seas. (In The Atlanta jour-

nal and constitution, Oct. 16,

1966, p.14-D) Appl. author:

Ogilvy & Mather, Inc. © 16Oct66;

KK197006.

Next May 4, explore the whole Pacific

Ocean with P&O for as little as

\$21 a day! (In World journal trib-

une, New York, Oct. 23, 1966,

travel section 5, p.4) Appl. au-

thor: Ogilvy & Mather, Inc.

© 23Oct66; KK197163.

Next spring sail round the world with

P&O for as little as \$1864 complete;

take P&O's Jolly Swagman. (In The

Atlanta journal and constitution,

Oct. 2, 1966, p.16-D) Appl. author:

Ogilvy & Mather, Inc. © 2Oct66;

KK196692.

P. & H. LABORATORIES.

Watch Watch work, Watch concentrate,

the magic household cleaning

solution; net contents: 1 quart

liquid. Sticker. © Donald C.

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- P. & H. LABORATORIES.-Con.  
Watch Watch work.-Con.  
Prindle & Donald D. Headrick d.b.a.  
P. & H. Laboratories; 25Aug66;  
KK196169.
- When we told a woman to fly to  
Bermuda ... she said, scowlingly,  
what do you take me for. Bermuda  
air/sea holiday. (In Los Angeles  
times, Oct. 2, 1966, section F,  
p.15) Appl. author: Ogilvy &  
Mather, Inc. © 20Oct66; KK196693.
- Why cram the world into 80 short  
days? Springtime around the world  
adventure lasts 107 days. (In  
Los Angeles times, Sept. 4, 1966,  
section G, p.12) Appl. author:  
Ogilvy & Mather, Inc. © 4Sep66;  
KK196363.
- Why did I run away to sea with P&O,  
sir? The places they go, I suppose,  
a bit uncommon. (In The New York  
times, Sept. 11, 1966, travel  
section, p.22XX) Appl. author:  
Ogilvy & Mather, Inc. © 11Sep66;  
KK196366.
- PACIFIC HAWAIIAN PRODUCTS CO. ©  
Are you thinking about Hawaiian  
Punch? [Endorsed by] Chichi  
Ching. (In Supermarket news,  
Feb. 28, 1966, insert) © 28Feb66;  
KK195495.
- Are you thinking about Hawaiian  
Punch? [Endorsed by] Leilani Kim.  
(In Supermarket news, Jan. 3, 1966,  
insert) © 3Jan66; KK195497.
- Are you thinking about Hawaiian  
Punch? [Endorsed by] Lola Yuana  
(In Supermarket news, New York,  
June 20, 1966, insert) © 20Jun66;  
KK195507.
- Are you thinking about Hawaiian  
Punch? [Endorsed by] Pupu Palo.  
(In Supermarket news, May 23,  
1966, inserted between p.6-7)  
© 23May66; KK195496.
- Are you thinking about Hawaiian  
punch? [Endorsed by] Sui Toy Tondo]  
(In Supermarket news, New York,  
July 25, 1966, insert) © 25Jul66;  
KK196570.
- Enjoy the happy taste of Zot. (In  
Denver post, June 12, 1966, comic  
section) © 12Jun66; KK195594.
- Enjoy the happy taste; Zot punch.  
(In Denver post, June 19, 1966,  
comic section) © 19Jun66;  
KK195593.
- For the summer we've switched to the  
ABC television network; Hawaiian  
Punch TV calendar for 1966, May.  
Sheet. © 1Apr66; KK195502.
- Hawaiian Punch TV calendar for 1966,  
February. Sheet. © 2Jan66;  
KK195499.
- Hawaiian Punch TV calendar for 1966,  
March. Sheet. © 1Feb66; KK195504.
- Hawaiian Punch TV calendar for '66,  
April. Sheet. © 1Mar66; KK195503.
- Hawaiian Punch TV calendar for 1966,  
June. Sheet. © 2May66; KK195500.
- I hope you're thinking about Hawaiian  
Punch. [Endorsed by] Ama Lou  
Kameha] (In Supermarket news, New  
York, Nov. 1, 1965, insert)  
© 1Nov65; KK195506.
- I hope you're thinking about Hawaiian  
Punch! [Endorsed by] Anna Sen  
Moho. (In Supermarket news,  
Mar. 8, 1965, insert) © 8Mar65;  
KK195494.
- I hope you're thinking about  
Hawaiian Punch! [Endorsed by]  
Jojo Faloy. (In Supermarket news,  
June 21, 1965, insert) © 21Jun65;  
KK195492.
- I hope you're thinking about  
Hawaiian Punch! [Endorsed by]  
Kiki Tanawan. (In Supermarket news,  
Sept. 20, 1965, insert) © 20Sep65;  
KK195491.
- I hope you're thinking about Hawaiian  
Punch. [Endorsed by] Lala Mulang]  
(In Supermarket news, New York,  
Jan. 4, 1965, insert) © 4Jan65;  
KK195505.
- I hope you're thinking about Hawaiian  
Punch! [Endorsed by] Nan Moana.  
(In Supermarket news, May 24, 1965,  
insert) © 24May65; KK195493.
- I hope you're thinking about Hawaiian  
Punch! [Endorsed by] Sissy Panay.  
(In Supermarket news, Apr. 19,  
1965, insert) © 19Apr65; KK195498.
- Now 4 fruit-juicy kinds of Hawaiian  
Punch. (In Family circle,  
Dec. 1966, p.13) © 17Nov66;  
KK197545.
- They built a better beverage, and the  
world beat a path to the store;  
Hawaiian Punch. Folder. © 2Jan65;  
KK195501.
- PACIFIC WIRE WORKS CO. ©  
Pacific Wire-Grams, by George G.  
Altnow.  
July 1966. © 1Jul66; KK195590.  
Sept. 1966. © 1Sep66; KK196365.  
Oct. 1966. © 1Oct66; KK197059.  
Nov. 1966. © 1Nov66; KK197377.  
Dec. 1966. © 1Dec66; KK197841.
- PARAMOUNT PAPER PRODUCTS CO.  
Farm fresh produce. Sticker.  
© Paramount, U.S.A. a.a.d.o. Para-  
mount Paper Products Co.; 10Nov66;  
KK197533.
- Great for barbecuing, try it!  
Sticker. © Paramount, U.S.A.  
a.a.d.o. Paramount Paper Products  
Co.; 10Nov66; KK197528.
- Lean, juicy fresh pork. Sticker.  
© Paramount, U.S.A. a.a.d.o. Para-  
mount Paper Products Co.; 10Nov66;  
KK197529.
- Money saver special. Sticker.  
© Paramount, U.S.A. a.a.d.o. Para-  
mount Paper Products Co.; 10Nov66;  
KK197532.
- Tender, meaty fresh clean poultry.  
Sticker. © Paramount, U.S.A.  
a.a.d.o. Paramount Paper Products  
Co.; 10Nov66; KK197530.
- U.S.D.A. choice grain-fed aged beef,  
trimmed, lean. Sticker. © Para-  
mount, U.S.A. a.a.d.o. Paramount  
Paper Products Co.; 10Nov66;  
KK197531.
- PARAMOUNT, U.S.A. See PARAMOUNT PAPER  
PRODUCTS CO.
- PARK CHEMICAL CO. ©  
Application chart for Parko job  
rated rubbing & polishing products.  
Sheet. © 16May66; KK196867.
- PARKE, DAVIS & JO. ©  
Benylin expectorant relieves cough.  
Card. © 25Oct66; KK197675.
- Benylin expectorant relieves cough.  
Card. © 6Sep66; KK197677.
- Benylin expectorant relieves cough.  
Card. © 12Oct66; KK197680.
- Distress in a deluge for pollen-  
sensitive patients, they need the  
dual action of Benadryl. Card.  
© 22Jul66; KK197669.
- Helps keep older patients going  
strong; Eldec Kapseals. Card.  
© 16Sep66; KK197678.
- Helps keep older patients in action  
because it's more than just a  
vitamin supplement; Eldec Kapseals.  
Card. © 11Aug66; KK197682.
- Helps keep older patients on the move  
because it's more than just a vita-  
min supplement; Eldec Kapseals.  
Card. © 24Jun66; KK197666.
- Irritants unlimited for pollen-  
sensitive patients, they need the  
dual action of Benadryl. Card.  
© 30Jun66; KK197665.
- Once a contaminated wound, now ready  
for healing Elase ointment. Folder.  
© 5Jul66; KK197668.
- One boy on the beach towel may start  
a pinworm explosion; Povan. Card.  
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- One camper in one bunk may start a  
pinworm explosion; Povan. Card.  
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- A sea of trouble for pollen-sensitive  
patients, they need the dual action  
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Dilantin. Folder. © 17Aug66;  
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give the epileptic a place in the  
sun; Dilantin. Folder. © 15Jun66;  
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- How to solve your gift problems when  
you have a lot of giving to do,  
give Parker pens: T-Ball Jotter.  
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- The Parker 75 told Cathy and Jeff a  
lot about each other. (In The  
Reader's digest, Oct. 1966, p.252-



- 253) Appl. author: Leo Burnett Co., Inc. © 25Sep66; KK196689.  
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**Q**



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- Explore, light up a taste of adventure; Madiera mixture. (In News-week, Sept. 12, 1966, p.106B) © 6Sep66; KK196609.



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Flavor that goes with fun; king size Winston filter cigarettes. [Boating scenes] (In Life, Sept. 16, 1966, p.120) © 12Sep66; KK196610.  
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Separates on the move; blouse 5597,  
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6769; 6737. Card. © 1Aug66;  
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Years ahead in productivity ... 4 new  
Singer five fifty flat seam chain-  
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Sheet. © 26Sep66; KK196803.
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Permaglas Aristocrat, glass lined  
automatic gas water heater.  
Folder. Appl. author: Barney Smith.  
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Corp., Consumer Products Division;  
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pair; no.624. On bag. NM: "new  
pictorial material." © 15Sep66;  
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English muffin loaf; standard loaf  
minimum net weight 15 oz. On bag.  
© 2May66; KK196008.
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Appl. author: Doyle Dane Bernbach.  
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10 lbs. net. On bag. Appl. author:  
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5 lbs. net. On bag. Appl. author:  
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sanitary cat box filler; 4 lbs.  
net. On bag. Appl. author: Henry  
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Tires Incorporated scoops snow tire market with 50-carload tire buy! (In Sunday news, New York, Nov. 6, 1966, p.158-159) © 6Nov66; KK197660.

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How to teach your child about clocks and time. (Instruction sheet for Toddler tic toc) 5 p. © 10Jun66; KK195688.

Instructions for teaching your child about the numbers. (Instruction sheet for Toddler num bear) 5 p. © 10Jun66; KK195686.

Products from Toddler's Education, Inc; no.202, your baby can read. Folder. © 10Jun66; KK195687.

The Toddler method. (Instruction sheet for Toddler zoo) Folder. © 10Jun66; KK195689.

TOPIX.  
Donna. See BROWN & BIGELOW.

TOURIST COURT JOURNAL CO., INC.  
Nobody spends money like Uncle Sam but motels sure try. 20 p. © Tourist Court Journal Co., Inc. (in notice: Tourist Court Journal, Inc.); 31Aug66; KK197573.

TOWN & COUNTRY SHOES, INC. ©  
Mad 7's. On wrapper. © 4Mar66; KK195411.

TRANS WORLD AIRLINES, INC. ©  
Bangkok joins the world of trans world airlines; welcome to ... TWA. (In Travel weekly, Aug. 2, 1966, p.20-21) Appl. author: Foote, Cone & Belding. © 2Aug66; KK195748.

A tough customer asks TWA some tough questions about air cargo. (In Air Cargo, Sept. 1966, insert) Appl. author: Foote, Cone & Belding. © 1Sep66; KK196916.

Where in the world would you like to go? (In The New York times, Oct. 5, 1966, p.23) Appl. author: Foote, Cone & Belding. © 5Oct66; KK196739.

TSENG.  
Weeping cherry. See SEEMAN (JAMES) STUDIOS, INC.

TUDOR, TASHA.  
First delights, Tasha Tudor. See PLATT & MUNK CO., INC.

TWITCHELL (E. W.) INC. ©  
Sheer seamless mesh all nylon, first quality. (No.72 blue lady) On bag. © 12Sep66; KK196525.

U

ULAY (CANADA) LTD. ©  
Lemon-Jelvyn skin freshener. Sheet. © 4Mar66; KK196649.

ULAY EXPORT CORP. ©  
Lemon-Jelvyn skin freshener. Sheet. © 4Mar66; KK196648.

ULMER PHARMACAL CO.  
Ointments; Ulcortar. 1 v. Appl. author: Martin J. Loula, Jr. © Physicians & Hospital Supply Co. d.b.a. Ulmer Pharmacal Co.; 30Dec65; KK197039.

UNCLE BEN'S, INC. ©  
Doll up dinner tonight with Uncle Ben's flavour'd rice; curried rice. (In The New York times magazine, Oct. 23, 1966, p.151) Appl. author: Ted Bates & Co., Inc. © 23Oct66; KK197348.

Freeze it, reheat. casserole it; quick rice. (In Better homes and gardens, Nov. 1966, p.124) Appl. author: Ted Bates & Co., Inc. © 18Oct66; KK197349.

New-fashioned beans; Converted white beans, Converted pinto beans. (In Concord tribune, June 22, 1966) Appl. author: Ted Bates & Co., Inc. © 22Jun66; KK195570.

New fashioned beans, just simmer & serve; converted white beans. (In Atlanta journal, June 22, 1966) Appl. author: Ted Bates & Co., Inc. © 22Jun66; KK196384.

New-fashioned beans, no washing, no soaking, ready in 1/3 the time; converted white beans. (In The Atlanta journal, Oct. 26, 1966, p.12-F) Appl. author: Ted Bates & Co., Inc. © 26Oct66; KK197826.

New-fashioned beans, no washing, no soaking, ready in 1/3 the time; converted white beans. [Includes 8¢ coupon] (In The Huntsville times, Oct. 26, 1966, p.54) Appl. author: Ted Bates & Co., Inc. © 26Oct66; KK197827.

Quick is fastest; Quick rice. (In Exchange & commissary news, June 1966, p.51) Appl. author: Ted Bates & Co., Inc. © 1Jun66; KK196108.

So he thinks the only thing that sends you is public transportation? Time to loosen him up .. with Uncle Ben's long grain & wild rice; wild chicken in champagne sauce. (In Sunset, Nov. 1966) Appl. author: Ted Bates & Co., Inc. © 25Oct66; KK197352.

We're determined to be the hottest name in the food business; be sure it's Uncle Ben's rice. (In Chain store age, Nov. 1966, p.8-9) Appl. author: Ted Bates & Co., Inc. © 25Oct66; KK197353.

You didn't miss these ten years ago, don't miss this one; long grain & wild rice. (In Food topics, Sept. 1966, p.80) Appl. author: Ted Bates & Co., Inc. © 26Aug66; KK197065.

UNCLE DAN'S, INC. ©  
It's new, southern dressing; makes one quart, net wt. 3/4 oz. Folder. Appl. author: Don Cook. © 23May66; KK196193.

UNEEDA DOLL CO., INC. ©  
Just captured, Seemore, the 1st Moon-A-Tik by Uneeda. Card. © 28May65; KK195286.

UNION CARBIDE CORP. CONSUMER PRODUCTS DIVISION.  
Glad freezer refrigerator wrap; 50 foot roll. On folding carton. © Union Carbide Corp. (in notice: Union Carbide Corp., Consumer Products Division); 29Jun66; KK196251.

UNION SPECIAL MACHINE CO. ©  
Attach coat-sleeve lining at cuff, style 16-460. Sheet. Appl. author: Arthur James Feigel. © 14Nov66; KK197572.

Bobbinless single needle seaming; styles 51300 BE-51300 BG. Sheet. Appl. author: A. J. Feigel. © 4Jul66; KK196044.

Especially engineered for seaming durable press materials; style 54200 N-style 54200 P. Sheet. Appl. author: A. J. Feigel. © 13Jun66; KK196046.

For the manufacturer of men's sport shirts, faster more economical quality production; bulletin no.259; style 35700 AN. Folder. Appl. author: A. J. Feigel. NM: additions & revisions. © 27Jun66; KK196047.

Grip-Feed machines for top quality seams; style 51300 BU, style 51300 BX. Sheet. NM: additions. Appl. author: A. J. Feigel. © 4Jul66; KK197090.

High speed three thread overseamers; styles 39500 FA-39500 FB. Sheet. Appl. author: Arthur James Feigel. © 26Sep66; KK197286.

New high-speed machines for hemming or seam covering; styles 33700 A-33700 C. Sheet. Appl. author: A. J. Feigel. © 25Apr66; KK196045.

New high-speed safety-stitch machines; style 39600 A. Sheet. Appl. author: A. J. Feigel. © 4Jul66; KK196043.

New high speed, safety stitch machines; style 39600CA. Sheet. Appl. author: Arthur James Feigel. © 30Oct66; KK197285.

UNITED ARTISTS RECORDS, INC. ©  
Caiola romantico; UAL 3527. Record sleeve. © 26Jul66; KK196353.

The Christmas album; Jimmy Roselli; UAL 3538. Record sleeve. © 19Sep66; KK196804.

Get smart; Don Adams; UAL 3533. Record sleeve. © 26Jul66; KK196342.

Gettin' any feed for your chickens; Del Reeves; UAL 3530. Record sleeve. © 26Jul66; KK196344.

Golden hits; George Jones; UAL 3532. Record sleeve. © 29Jul66; KK196349.

Hawaii; original motion picture score, music composed and conducted by Elmer Bernstein; UAS 5143. Record sleeve. © 19Sep66; KK197425.

Introducing Jaye Kennedy; UAL 3542. Record sleeve. © 26Jul66; KK196355.

The Italian album; Jimmy Roselli; UAL 3544. Record sleeve. © 26Jul66; KK196341.

Jimmy Van Heusen plays Jimmy Van Heusen; UAL 3494. Record sleeve. © 26Jul66; KK196358.

Little man with the big heart; Bobby Lewis; UAL 3499. Record sleeve. © 29Jul66; KK196350.

Livin' above your head; Jay and the Americans; UAL 3534. Record sleeve. © 26Jul66; KK196351.

A man and a woman. (Un homme et une femme); UAL 4147. Record sleeve. © 9Sep66; KK196808.

Merry from Lena; Lená Horne; UAS 6546. Record sleeve. © 19Sep66; KK196806.

Music to read James Bond by, volume two; Ferrante and Teicher, Count Basie, Al Calola, John Barry, Leroy Holmes; UAL 3541. Record sleeve. © 26Jul66; KK196343.

Patty Duke's greatest hits; UAL 3535. Record sleeve. © 26Jul66; KK196354.

Pretty flamingo; Manfred Mann; UAL 3549. Record sleeve. © 26Jul66; KK196347.

El Ray criollo; Ray Barretto; UAL 3543. Record sleeve. © 26Jul66; KK196346.

The Rhodes brothers; UAL 3531. Record sleeve. © 26Jul66; KK196356.

Right from the heart; Jimmy Roselli; UAL 3529. Record sleeve. © 26Jul66; KK196340.



## UNITED ARTISTS RECORDS, INC.-Con.

The Russians are coming, the Russians are coming; music composed & conducted by Johnny Mandel; UAL 4142. Record sleeve. © 14Jun66; KK196809.

Santa's boy; Del Reeves; UAL 3528. Record sleeve. © 19Sep66; KK196807.

Shirley means Bassey; UAL 3545. Record sleeve. © 26Jul66; KK196357.

Soul; Lena Horne; UAL 3496. Record sleeve. © 26Jul66; KK196345.

Tom Edison's greatest hits; UAL 3547. Record sleeve. © 26Jul66; KK196348.

We wish you a merry Christmas; Ferrante & Teicher; UAS 6536. Record sleeve. © 19Sep66; KK196805.

You asked for it; Ferrante and Teicher; UAL 3526. Record sleeve. © 26Jul66; KK196352.

## UNITED MERCHANTS &amp; MANUFACTURERS, INC. ©

Ideas to help you sell more Con-Tact brand largest selling self adhesive plastic; fall '66. Folder. © 1Jul66; KK195404.

Ideas to help you sell more Con-Tact brand largest selling self adhesive plastic; fall '66 retail sales manual. Folder. © 1Jul66; KK195401.

Ideas to help you sell Con-Tact brand plastic. Folder. © 1Jul66; KK195403.

Instant decorating, a consumer guide to the use of Con-Tact brand self adhesive plastic. Folder. © 1Jul66; KK195402.

## U. S. BLIND STITCH MACHINE CORP. ©

Economy and speed in your busheling department; U. S. model 99-PB. Folder. © 20Aug66; KK196722.

Genuine Rimoldi selected premium needles; 25 needles. [Envelope] © 19Sep66; KK196468.

Never a gamble with Rimoldi B 29 safety-stitch machine. (In The Bobbin, Oct. 1966, p.12) © 5Oct66; KK197110.

Uniforms, custom tailors & institution workshops; U. S. model 718-2. (In Made to measure, autumn & winter, 1966-67, p.3) © 15Aug66; KK196469.

## UNITED STATES RUBBER CO.

The \$75 tire, if it only saves your life once, it's a bargain. (In Time, Aug. 26, 1966, p.32) Appl. author: Doyle Dane Bernbach, Inc. © U. S. Rubber Tire Co. (in notice: U. S. Rubber Co.); 23Aug66; KK196411.

## UNIVERSAL SALES &amp; DISTRIBUTING CO.

How to increase your profit; the new no.8 inventory investment control automatic computer. Folder. © Universal Sales & Distributing Co., Leo L. Hartwick, owner; 31Dec65; KK195623.

## UPHAM, ELIZABETH.

The merry adventures of Little Brown Bear, Elizabeth Uphem. See PLATT & MUNK CO., INC.

## UPJOHN CO. ©

Crisis forestalled, Solu-Cortef. (In Scope, May 1966, p.2 of cover) © 5May66; KK197069.

For the elderly diabetic, effective therapy with safety; Orinase. (In Scope, Apr. 1966, p.2 of cover) © 5Apr66; KK197070.

Solu-B-Forte. (In Scope, Mar. 1966, p.4 of cover) © 4Mar66; KK197071.

## V

## VAN BRODE MILLING CO., INC. ©

At Mt. Sinai, we like disposables ... says Mr. Bert Card; that's why we like Van Brode Banquet king sized colored plastic spoons, forks and knives. (In Paper & twine journal, Aug. 15, 1966, p.3) © 15Aug66; KK197301.

Banquet rides the Milwaukee Road; that's why the Milwaukee Road selected Van Brode Banquet king sized silver colored plastic spoons. (In Paper & twine journal, Oct. 15, 1966, p.3) © 15Oct66; KK197303.

Mercy Hospital was a pioneer in selecting Banquet king sized silver colored plastic cutlery for hospital use in Chicago, says Miss Lolita Alcantara. (In Paper & twine journal, Sept. 15, 1966, p.3) © 15Sep66; KK197302.

## VEL CO. ©

Family clothing check. Sheet. © 1Sep65; KK196369.

## VIKON TILE CORP. ©

Colored wall tiles. Sheet. © 16Aug66; KK196688.

## VINTNERS OF EDEN ROC. ©

Even the flavor bubbles; California champagne. (In California living (San Francisco examiner and chronicle) Nov. 13, 1966, p.22) Appl. author: Leo Burnett Co., Inc. © 13Nov66; KK197871.

## VIVUENNE.

For works by Vivienne See BROWN & SINGLOW.

## VOLKSWAGEN OF AMERICA, INC. ©

A beautiful day to own a Volkswagen station wagon. (In Life, Oct. 28, 1966, p.85) Appl. author: Doyle Dane Bernbach, Inc. © 25Oct66; KK197638.

Do you earn too much to afford one; Volkswagen. (In Life, July 8, 1966, p.61) Appl. author: Doyle Dane Bernbach, Inc. © 5Jul66; KK196064.

Don't let the low price scare you off; Volkswagen. (In Time, July 8, 1966, p.10) Appl. author: Doyle Dane Bernbach, Inc. © 5Jul66; KK196062.

Got the travel bug? Card. © 9Jul66; KK197098.

Got the travel bug? Folder. © 11Jul66; KK195616.

Introducing two of the most radical changes in Volkswagen history. (In Time, Sept. 23, 1966, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 20Sep66; KK197154.

It does all the work, but on Saturday night which one goes to the party? (In Saturday review, Sept. 10, 1966, p.4) Appl. author: Doyle Dane Bernbach, Inc. © 7Sep66; KK196410.

It makes your house look bigger; Volkswagen. (In Look, Aug. 23, 1966, p.83) Appl. author: Doyle Dane Bernbach, Inc. © 20Aug66; KK196173.

It may be less grand than most station wagons, but it's also about a grand less. (In Car and driver, Oct. 1966, p.67) Appl. author: Doyle Dane Bernbach, Inc. © 27Sep66; KK196412.

The mighty, new 53 h.p. Pussycat; Karmann Ghia. (In Time, Sept. 30, 1966, p.4) Appl. author: Doyle Dane Bernbach, Inc. © 27Sep66; KK197155.

The most economical thing about a VW is how long it's economical. (In Saturday review, July 23, 1966, p.48) Appl. author: Doyle Dane Bernbach, Inc. © 20Jul66; KK196061.

No sweat, cool it with a VW air conditioner. Folder. © 9Jun66; KK197097.

One of the nice things about owning it is selling it. (In U. S. news & world report, June 20, 1966, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 17Jun66; KK195663.

The pussycat, it won't eat you out of house and home; Karmann Ghia. (In Time, July 29, 1966, p.45) Appl. author: Doyle Dane Bernbach, Inc. © 26Jul66; KK196063.

The Pussycat, king of the jungle; Karmann Ghia. (In Saturday review, Sept. 24, 1966, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 21Sep66; KK197156.

The Volkswagen Squareback Sedan, any questions? (In Life, June 3, 1966, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 31May66; KK197052.

We made the car go faster, and the engine go slower. (In The New Yorker, Oct. 8, 1966, p.117) Appl. author: Doyle Dane Bernbach, Inc. © 5Oct66; KK197637.

What do other station wagons have that a Volkswagen doesn't? (In The New Yorker, July 16, 1966, p.100) Appl. author: Doyle Dane Bernbach, Inc. © 13Jul66; KK196174.

What goes on here? Accessories go on here. Folder. © 9May66; KK197561.

Who said we think small; Partswagen. (In Automotive news, June 20, 1966, p.37) Appl. author: Doyle Dane Bernbach, Inc. © 17Jun66; KK196175.

With 34 wives, even a king has to cut a few corners. (In Life, Nov. 4, 1966, p.75) Appl. author: Doyle Dane Bernbach, Inc. © 1Nov66; KK197639.

You never know when you'll have to take an elephant someplace; Volkswagen Station Wagon. (In The New Yorker, Aug. 6, 1966, p.52-53) Appl. author: Doyle Dane Bernbach, Inc. © 3Aug66; KK196176.

## VOLUME BUILDERS, INC. ©

Play our exciting new game, Match the stamp. Folder. © 13Jul66; KK197796.

## VOLVO, INC. ©

Are you hoping someone will steal your car? (In Life, Nov. 18, 1966, p.83) Appl. author: Carl Ally, Inc. © 18Nov66; KK197714.

Read this and you'll go out and throw rocks at your car; Volvo 122S. (In Life, Nov. 4, 1966) Appl. author: Carl Ally, Inc. © 4Nov66; KK197713.

So you've actually got your wife convinced ... new car every two or three years. (So you've finally convinced your wife) (In Life, Sept. 16, 1966, p.R12) Appl. author: Carl Ally, Inc. © 12Sep66; KK196833.

This is the eleven year car. (In Life, Oct. 21, 1966, p.R11) Appl. author: Carl Ally, Inc. © 17Oct66; KK197276.

You won't need a mechanic as optional equipment. (In Car & driver, Oct. 1966, p.18-19) Appl. author: Carl Ally, Inc. © 15Sep66; KK196691.

Your car is obsolete, again. (In Newsweek, Oct. 3, 1966, p.50) Appl. author: Carl Ally, Inc. © 3Oct66; KK197486.

Your car is out of style again.  
(In Life, Sept. 30, 1966, p.R12)  
Appl. author: Carl Ally, Inc.  
© 26Sep66; KK197275.

## W

WAIT RADIO. ©  
Try a little tenderness. [Couples in 2 canoes] (In Chicago tribune, July 6, 1966, section 3, p.3)  
© 6Jul66; KK196671.

Try a little tenderness. [Little girl kissing man] (In Chicago tribune, Sept. 29, 1966, p.2)  
© 29Sep66; KK197100.

Try a little tenderness. [Man holding little boy in arms] (In Chicago sun-times, Sept. 27, 1966, p.36)  
© 27Sep66; KK197099.

Try a little tenderness. [Twin girls] (In Chicago tribune, Sept. 19, 1966, section 3, p.8) © 19Sep66; KK196670.

Try a little tenderness. [Two llamas] (In Chicago tribune, July 8, 1966, section 3, p.8) © 8Jul66; KK196669.

WALKER (HIRAM) & SONS, INC. ©  
Hiram Walker's Ten High, sip it slow and easy; straight bourbon whiskey. (In Life, Nov. 25, 1966, p.96)  
© 21Nov66; KK197604.

It isn't a Saturday night; they just like Creme de Cacao. (In Life, Oct. 7, 1966, p.105) © 30Oct66 (in notice: 1967); KK196786.

Jim Barrett isn't out for dinner; he just likes blackberry flavored brandy; cordials. (In Life, Nov. 11, 1966, p.137) © 7Nov66; KK197249.

Ten High, sip it slow and easy; enjoy true bourbon. (In Life, Oct. 14, 1966, p.140) © 10Oct66; KK196785.

Ten High, sip it slow and easy, enjoy true bourbon as only Hiram Walker can make it. (In Life, Nov. 4, 1966, p.77) © 31Oct66; KK197142.

The Youngs aren't flying to Bermuda for the holidays; Hiram Walker makes 26 cordials. (In Life, Dec. 16, 1966, opposite p.98)  
© 12Dec66; KK197605.

WALKER (HIRAM) IMPORTERS, INC. ©  
The next 50 great Scotchies you buy should be Thorne's. (In The New Yorker, Oct. 1, 1966, p.116)  
© 29Sep66; KK197248.

WALLACE LABORATORIES. ©  
Round Peg in a square hole; Appetrol-S.R. (In Medical world news, Nov. 25, 1966, p.62-63) Appl. author: Ted Bates & Co., Inc.  
© 20Nov66; KK197825.

WARNER BROS. PICTURES, INC.  
For works claimed by General Foods Corp. & Warner Bros. Pictures, Inc. See GENERAL FOODS CORP.

WARNER-LAMBERT PHARMACEUTICAL CO. ©  
The Bart Starr-MacGregor pro-football sweepstakes; Bromo Seltzer. (In Sports Illustrated, Nov. 14, 1966, p.15) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Nov66; KK197437.

Honey-Lemon Plus coats your throat like no other leading cough syrup. (In The Reader's digest, Oct. 1966) Appl. author: Ted Bates & Co., Inc.  
© 25Sep66; KK197064.

Need more nasal relief? Dial it; Super Anahist. (In TV guide, Oct. 1, 1966, p.9) Appl. author: Ted Bates & Co., Inc. © 28Sep66; KK197350.

WASTE KING CORP. ©  
What makes the new Waste King Universal dishwasher so different, besides that 20 year business in the guarantee? Folder. © 2Jun66; KK195619.

WATKINS PRODUCTS, INC. ©  
You should get to know Watkins spices & extracts. (In Good housekeeping, July 1966, p.41) © 20Jun66; KK195390.

WAYNEFIELD HERBS & WAYNEFIELD DESIGN. ©  
Waynefield herbs. Sticker, envelope & sheet. Appl. author: H. Wayne Snook. © 28May66; KK196628.

WEAVER (W. R.) CO. ©  
For fast, easy, accurate aiming use a Model K Weaver-Scope. (In Fur-fish-game, Aug. 1966, p.23) Appl. author: Thomas S. Duff. © 20Jul66; KK196075.

New outstanding variable power Weaver-Scopes; model V7, model V9. (In Popular Science Monthly, Sept. 1966, p.41) Appl. author: Thomas S. Duff. © 20Aug66; KK196855.

New, two outstanding variable power Weaver-Scopes; model V7, model V9. (In Argosy, Aug. 1966, p.17) Appl. author: Thomas S. Duff. © 20Jul66; KK196076.

Now, the most advanced variables ever made; Weaver Scopes. (In Fur-fish-game, Jan. 1967, p.21) Appl. author: Thomas S. Duff. © 20Dec66; KK197916.

Outstanding new variables with advanced features, models V7, V9 Weaver-Scopes. (In Fur-fish-game, Sept. 1966, p.23) Appl. author: Thomas S. Duff. © 20Aug66; KK196854.

Your .22 is more accurate, more fun with a Weaver-Scope; V22. (In Boys' life, Sept. 1966, p.77) Appl. author: Thomas S. Duff. © 25Aug66; KK196856.

You're a better shot with Weaver-Scope. (In The National future farmer, Aug.-Sept. 1966, p.51) Appl. author: Thomas S. Duff. © 20Jul66; KK196074.

WEBER.  
Ohrbach's reports the return of elegance. See OHRBACH'S, INC.

WELCH SCIENTIFIC CO. ©  
Automatic fish feeder for daily and controlled feeding periods; no.8347L. Sheet. (Welchogram no.800) © 1Sep66; KK196810.

Brain models of each of the main classes of vertebrates; no.95236. Sheet. (Welchogram no.765) © 15Jun66; KK196254.

Convenient set of 8 gelatin filters; no.3663. Sheet. (Welchogram no.807) © 30Oct66; KK196892.

Detailed head and neck model; no.95116. Sheet. (Welchogram no.740) © 31Oct66; KK197253.

Dial type potentiometer; no.2750A. Sheet. (Welchogram no.668) © 22Sep66; KK196812.

Dial type wheatstone bridge; no.2744C. Sheet. (Welchogram no.667) © 22Sep66; KK196811.

Digital computer trainer; no.7549. Sheet. (Welchogram no.802) © 25Aug66; KK196813.

Disposable filter units; no.5080A-5080B. Sheet. (Welchogram no.789) © 1Jul66; KK196257.

Five soil testing sets for student use; no.9715, 9715A-9715D. Sheet. (Welchogram no.797) © 20Jul66; KK196259.

Four water testing sets for student use; no.9715F-9715H. Sheet. (Welchogram no.813) © 30Oct66; KK197251.

Frog tadpole model; no.95227. Sheet. (Welchogram no.760) © 20Jul66; KK196523.

Full size human torso model; no.95113. Sheet. (Welchogram no.739) © 31Oct66; KK197252.

A glass water distillation apparatus; no.5556A. Sheet. (Welchogram no.791.) © 1Jul66; KK196258.

Highly detailed human torso model; no.95112. Sheet. (Welchogram no.738) © 30Oct66; KK197250.

Introductory physical science charts; nos.1547, 1547A, 1547B. Sheet. (Welchogram no.808) © 30Oct66; KK196893.

Large model of a typical monocot flower; no.95284. Sheet. (Welchogram no.769) © 31Oct66; KK197257.

Larynx model shows details of speech organs, includes portion of trachea; no.95134. Sheet. (Welchogram no.747) © 30Oct66; KK196894.

Life size model of the human urinary system; no.95184. Sheet. (Welchogram no.752) © 31Oct66; KK197255.

Meter stick optical bench with complete set of accessories; no.3601. Sheet. (Welchogram no.636) © 22Sep66; KK196891.

Model of amphioxus dissection; no.95223. Sheet. (Welchogram no.757) © 31Oct66; KK197256.

New central force demonstrator; no.0922. Sheet. (Welchogram, no.712) © 1Dec66; KK197617.

New drying rack for laboratory glassware; no.5611B. Sheet. (Welchogram no.798) © 31Oct66; KK197258.

New economical multirange recording meter; no.2108. 2 sheets. (Welchogram no.793) © 1Jul66; KK196252.

New projection meter for overhead projectors; no.3054A-3054D. Sheet. (Welchogram no.817) © 31Oct66; KK197259.

Plankton collecting net durably constructed for heavy-duty use; no.8338P. Sheet. (Welchogram no.792) © 15Sep66; KK196890.

Plaque of the circulatory system; no.95166. Sheet. (Welchogram no.751) © 31Oct66; KK197254.

Plastic models for illustrating atomic and molecular orbitals; No.0604, 0604A-0604C. Sheet. (Welchogram no.788) © 1Nov66; KK197260.

Roll-labette science supply cabinet; no.7612. Sheet. (Welchogram, no.822) © 20Nov66; KK197618.

Series of models showing the development of a typical amphibian; no.95229. Sheet. (Welchogram no.761) © 15Jun66; KK196253.

Three new astronomical telescopes; no.3733. Sheet. (Welchogram, no.816) © 15Nov66; KK197619.

Twenty-five models showing the embryology of a prechordate; no.95234. Sheet. (Welchogram no.764) © 15Jun66; KK196255.

Unbreakable graduated cylinders made of translucent plastic; no.5253. Sheet. (Welchogram no.790) © 15Aug66; KK196260.



- WELCH SCIENTIFIC CO.-Con.  
Vacuum tube voltmeter; no.2136C. Sheet. (Welchogram no.794) © 1Jul66; KK196256.  
Wide range sine square wave oscillator; no.2154D. Sheet. (Welchogram no.811) © 1Nov66; KK197261.
- WELLA CORP. ©  
The hair scare is over; Kolestral hair conditioner. (In Hairdo) © 28Feb66; KK195949.  
Kolestral gives a woman everything she wants; Kolestral concentrate for dry hair and scalp. (In American hairdresser, vol.89, no.2, p.52) © 31Jan66; KK196951.  
Official bulletin: be calm, don't panic. The Wella cared for woman gets everything she wants; Kolestral. (In Modern beauty shop, Mar. 1966, p.134) © 28Feb66; KK195946.  
Wella colors give a woman everything she wants; Color Charm liquid creme haircolor. (In Modern beauty shop, Mar. 1966, p.6-7) © 28Feb66; KK195947.  
Wellatone gives a woman everything she wants; beautiful semi-permanent color along with a true hair conditioner. (In American hairdresser) © 28Feb66; KK195950.  
Wellite, the 50 minute bleach. (In Modern beauty shop, Feb. 1966, p.7) © 31Jan66; KK195948.
- WELCO RO-SEARCH INDUSTRIES, INC. ©  
Believe me, I know from experience, Welco's national advertising really brings them into the store; Road Hogs. (In Boot and shoe recorder, Sept. 15, 1966, p.26-27) © 15Sep66; KK197387.  
Boy, am I a success with the women; Foamtread brand summer casuals. (In Boot and shoe recorder, Aug. 15, 1966, p.32) © 15Aug66; KK197385.  
So Welco's 25 years old, mazeltoz, big deal. (In Boot and shoe recorder, vol.170, no.4, p.36) 15Jul66; KK197386.  
These are 100 of America's leading department stores; Hi-Pals by Welco, rugged footwear for men and boys. (In Boot & shoe recorder, Oct. 15, 1966, p.41) © 15Oct66; KK197569.
- WELLS DAIRIES COOPERATIVE. ©  
Black walnut flavored ... ice cream; one half gallon liquid. On folding carton. Appl. author: Don B. Kauffeld. © 28Jun66; KK197046.  
Chocolate ice cream; one half gallon liquid. On folding carton. Appl. author: Don B. Kauffeld. © 28Jun66; KK197045.  
Ice cream, chocolate ripple flavored; one pint liquid. On folding carton. Appl. author: Don B. Kauffeld. © 28Jun66; KK197044.  
Imitation orange drink; one pint liquid sealed. On folding carton. Appl. author: Don B. Kauffeld. © 6Apr66; KK195367.  
Modified chocolate milk; one quart liquid. On folding carton. Appl. author: Don B. Kauffeld. © 8Mar66 (in notice: 1965); KK196277.  
Neapolitan ... ice cream; one half gallon liquid. On folding carton. Appl. author: Don B. Kauffeld. © 28Jun66; KK197049.  
Peach flavored ice cream; one half gallon liquid. On folding carton. Appl. author: Don B. Kauffeld. © 28Jun66; KK197050.
- Strawberry flavored ice cream; one half gallon liquid. On folding carton. Appl. author: Don B. Kauffeld. © 28Jun66; KK197048.  
Vanilla flavored ice cream; one half gallon liquid. On folding carton. Appl. author: Don B. Kauffeld. © 28Jun66; KK197047.
- WEN-MAR ENTERPRISES. ©  
Curl up in comfort with a new Beauty Guard. On wrapper. Appl. author: Doreen M. Bethune. © 15Aug66; KK197210.  
Curl up in comfort with a new Rest-a-roller. On wrapper. Appl. author: Doreen M. Bethune. © 15Aug66; KK197211.
- WESCO. See WESTMINSTER JEWELRY MANUFACTURING CO. WESCO DIVISION.  
WESCO DIVISION, WESTMINSTER JEWELRY MANUFACTURING CO. See WESTMINSTER JEWELRY MANUFACTURING CO. WESCO DIVISION.  
WEST (WENDY) ORIGINALS.  
Wendy West Originals. See FASHION WHEEL.
- WEST CHEMICAL PRODUCTS, INC. ©  
The scope of sanitation. 48 p. Appl. author: William Flatow, Jr. NM: additions. © 30Mar66; KK197231.
- WESTERN ADMATS, INC. WINCO. See WINCO.
- WESTERN GRAIN CO. ©  
Jim Dandy buttermilk corn muffin mix; net wt. 9 oz. On folding carton. © 6Sep66; KK196475.  
Jim Dandy buttermilk cornbread mix; net wt. 9 oz. On folding carton. © 6Sep66; KK196474.
- WESTERN PUB. CO., INC. ©  
Bookmobile golden pull toy; 13534; 16 storybooks. On box. © 2Aug66; KK196817.  
Bride and groom paper dolls; 4612; 37 wedding and honeymoon outfits. On wrapper. © 14Jul66; KK196814.  
4 big and easy Mother Goose puzzles; no.4594:1.00. Whitman Pub. Co. On wrapper. © 5Oct66; KK197803.  
Gretchen, 9 1/2 inch paper doll; 4613; her 48 piece wardrobe is flocked in cherry red. On wrapper. © 7Jul66; KK196816.
- I can do this, 192 pages of fun crayons and paints included; ages 5 to 9; no.4769:1.00. Whitman Pub. Co. On wrapper. © 5Jun66; KK195913.  
Let's collect coins, for all ages; no.4585:1.00. Whitman Pub. Co. On wrapper. © 7Sep66; KK197429.  
6 deluxe children's card games; classical favorites; no.3074. On wrapper. © 7Sep66; KK197432.  
Spingo ... for 2 to 4 players ages 5 to 10; no.4789:1.00. Whitman Pub. Co. On wrapper. © 21Sep66; KK197430.  
Sunny, the magic paper doll; no.4401. On wrapper. © 25Jul66; KK196815.  
Tiddly Winks, with plastic winks for 2 to 4 players; no.4629. Whitman Pub. Co. On wrapper. © 2Sep66; KK197431.
- WESTMINSTER JEWELRY MANUFACTURING CO. WESCO DIVISION.  
The story of the faith, hope, and charity medallion. Folder. © Wesco a.a.d.o. Wesco Division of Westminster Jewelry Manufacturing Co.; 11Jul66; KK195511.
- WESTONE, JANET M. See JAN'S INTERIORS.
- WHAM-O MANUFACTURING CO. ©  
Dip 'N Sweep. Sticker. © 19Dec66; KK197877.  
Indoor, outdoor speedy Frisbee model. Sheet. © 20Jul66; KK195638.  
Instructions for mixing Super Stuff. Sheet. © 8Dec66; KK197721.  
Instructions for mixing Super Stuff. Sheet. NM: additions & revisions. © 19Dec66; KK197878.  
Just add water, I become 1/2 pound of Super Stuff. Sticker. © 9Dec66; KK197720.  
New Wham-O Frisbee tournament model. Sheet. © 20Jul66; KK195639.  
Pop, what's a Wheelie-Bar? 1 v. © 3Aug66; KK196958.  
Powermaster crossbow outfit for hunting and fishing, powerful, silent, accurate. Sheet. © 6Oct66; KK196959.  
Super Ball baseball; stock no.2932. Sheet. © 6May66; KK195489.  
Super-Ball golf; stock no.2962. Sheet. © 28Jun66; KK195193.  
Super Stuff; stock no.401. Folder. © 19Dec66; KK197849.  
Super Stuff; stock no.3013. Folder. © 9Dec66; KK197722.  
This ad runs in July 31 Sunday Times comic section, order now; Wheelie-Bar. Sheet. © 26Jul66; KK196034.  
Zillion Bubbles; stock no.615. Sheet. © 19Dec66; KK197879.
- WHEELER, ANNE. See FASHION WHEEL.
- WHEELER, ANNE. See WEST (WENDY) ORIGINALS.
- WHEELER, CHARLIE. See FASHION WHEEL.
- WHEELER, CHARLIE. See WEST (WENDY) ORIGINALS.
- WHEELER, MRS. CHARLIE. See WHEELER, ANNE.
- WHITMAN, THOMAS.  
Dandy Dog and the ABC early learning program. See AMERICAN BOOK CO.
- WHITMAN, TOM.  
Can I keep him? See AMERICAN BOOK CO.
- WHITMAN, TOM.  
Just ask. See AMERICAN BOOK CO.
- WHITMAN, TOM.  
Look at me. See AMERICAN BOOK CO.
- WHITMAN, TOM.  
Me first. See AMERICAN BOOK CO.
- WHITMAN, TOM.  
Next time. See AMERICAN BOOK CO.
- WHITMAN PUB. CO. ©  
Little Chief, game for 2 to 4 hunters, age 5 to 10; no.4747:1.00. On wrapper. © 13Jun66; KK195914.  
Lucky Catch, the lucky fisherman game; 2-4 players, ages 5-10; no.4776:1.00. On wrapper. © 14Jun66; KK195912.  
Magic stay-on 2 paper dolls, plastic stands, clothes hold without tabs, plastic scissors; no.4701. On wrapper. © 22Aug66; KK196895.
- WIBAR ENTERPRISES.  
Instructions for installing Hear Cap. 43 p. © John W. Haggerty, Jr. d.b.a. Wibar Enterprises; 23Sep65; KK195694.
- WILDE, IRMA.  
The merry adventures of Little Brown Bear, Elizabeth Upham. See PLATT & MUNK CO., INC.
- WILLIAMS, RALPH WILLIAM.  
Breck shampoo brings out the shine in your hair, like brushing 100 strokes. See BRECK (JOHN H.) INC.

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A girl is only as pretty as her hair, that's why Diane Wilkins uses Breck. See BRECK (JOHN H.) INC.

# WIN-CHEK INDUSTRIES, INC. ©

Before you buy any storm window, you must make the 2-thumb test; Olympic. Folder. © 1Aug66; KK196282.

Have you heard about the 2-thumb test? Olympic, the aluminum combination storm window. Folder. © 1Aug66; KK196281.

Now every colonial door you sell opens; Heritage, the first and only colonial white aluminum combination window. Folder. © 1Aug66; KK196280.

So we designed the first colonial aluminum storm window, big deal; Heritage. Folder. © 1Aug66; KK196283.

# WINCO.

State Market Grubstake. 2 sheets. Appl. author: Phillip Young. © Winco, a division of Western Admats, Inc.; 25Aug66; KK196294.

# WIND/BRAKE. INC. ©

Now enjoy your convertible like this young lady. Folder. © 13Jun66; KK195617.

# WINDSOR PUBLICATIONS. ©

Elkhart, Indiana. 128 p. © 7Apr66; KK195445.

# WIRE & METAL PRODUCTS, INC. ©

Wire cloth, screening, metal specialties; catalog no.WM 707. Folder. © 1Aug66; KK197057.

# WISS (J.) & SONS CO. ©

Wiss-clip; TC 12. Card. © 1Sep66; KK196531.

# WITTEK MANUFACTURING CO. ©

Sure-Tite automotive hose clamps. Folder. © 20May66; KK195953.

Sure-Tite hose clamps. Dealer cost sheet, effective May 1966. Sheet. © 9Jun66; KK195484.

Sure-Tite hose clamps. Dealer cost sheet effective May 1966. Sheet. © 9Jun66; KK195943.

Sure-Tite Wittek hose clamps. Jobber cost sheet, effective May 1966. Sheet. © 9Jun66; KK195482.

# WITTER (DEAN) & CO. ©

Are you among 284,000 investors we'll serve tomorrow, without a single employee? (In Newsweek, Sept. 12, 1966, p.W2-W3) Appl. author: J. Walter Thompson Co. © 12Sep66; KK196405.

Some of America's best investment advice goes through Shallow Water, Kansas. (In Sunset, Oct. 1966, p.145) Appl. author: J. Walter Thompson Co. © 25Sep66; KK196952.

This is where a major corporation chose to issue 660,000 shares through us. (In Newsweek, Dec. 5,

1966, p.108) Appl. author: J. Walter Thompson Co. © 5Dec66; KK197822.

We use some of the most advanced computers in the investment business, this is our most expensive model. (In Time, Aug. 5, 1966, p.59) Appl. author: J. Walter Thompson Co. © 5Aug66; KK196162.

# WOLVERINE WORLD WIDE, INC. ©

Bounce back to school on softer sidewalks in Hush Puppies casuals. (In Family weekly, Aug. 21, 1966, p.9) © 20Aug66; KK196187.

Fashioned for comfort in all the subtle shades of fall; Hush Puppies. (In Mademoiselle, Aug. 1966, p.235) © 28Jul66; KK196189.

Say Merry Christmas in comfort with Hush Puppies casuals. (In Family weekly, Nov. 27, 1966, p.5) © 26Nov66; KK197839.

Step softly into fall in colorful Hush Puppies casuals. (In Family weekly, Sept. 11, 1966, p.8) © 10Sep66; KK196572.

They're already broken in, just wear them out; Hush Puppies. (In Family weekly, Oct. 2, 1966, p.6) © 10Oct66; KK196983.

You're a man of action; these are action shoes. (In Family weekly, Sept. 18, 1966, p.14) © 17Sep66; KK197241.

You're a man of action, these are action shoes. (In Sports afield, Sept. 1966, p.84) © 1Sep66; KK196368.

# WORLD GREEN STAMPS, INC. ©

Gift book. 83 p. (Catalog no.H66-2) © 8Jun66; KK195936.

# WORLD OF BEAUTY CLUB. ©

An invitation from the World of Beauty Club to make these your loveliest years. (In Parade, Oct. 23, 1966, p.23) Appl. author: Reuben H. Donnelley Corp. © 23Oct66; KK197593.

# WORLD TOY HOUSE, INC. ©

Fun toys from the Toy House; moon rocket. (In Jack and Jill, Aug. 1966, p.2 of cover) Appl. author: Hartogensis & Kuhl, Inc. © 26Jul66; KK195659.

Fun toys from the Toy House; Paper Play. (In Jack and Jill, Sept. 1966, p.2 of cover) Appl. author: Hartogensis & Kuhl, Inc. NM: additions & revisions. © 25Aug66; KK196177.

# WORLD TRIANGLE CORP. ©

Safety Triangle; Safety Triangle is a collapsible warning device for the re-routing of traffic around a stalled vehicle. 2 sheets. Appl. author: Theodore Romer. © 20Jun66; KK196600.

# WRIGLEY (WILLIAM) JR. CO. ©

The little witch. (In The Evanston review, Aug. 4, 1966, p.37) Appl. author: Swift Chaplin, Inc. © 4Aug66; KK195847.

# Y

## YELLOWSTONE DISTILLERY CO. ©

In the state where 146 bourbons are available, Yellowstone leads in sales. (In U. S. news & world report, Nov. 1, 1965, p.35) Appl. author: Post-Keyes-Gardner, Inc. © 25Oct65; KK195718.

Is Yellowstone the finest bourbon in Kentucky? (In U. S. news & world report, Oct. 4, 1965, p.47) Appl. author: Post-Keyes-Gardner, Inc. © 27Sep65; KK195717.

Is Yellowstone the finest bourbon in Kentucky, the home of bourbon; well, it's no.1 in sales. (In The Monroe news star, May 10, 1966, p.2A) Appl. author: Post-Keyes-Gardner, Inc. © 10May66; KK195791.

## YODER ENTERPRISES. ©

Tru-Price Guide. Card. © 1Nov65; KK196261.

## YO MA CO. See YOUNGSTOWN MATTRESS CO.

## YOUNG REGULATOR CO. ©

Access panels. Sheet. © 31May66; KK195939.

## YOUNGSTOWN MATTRESS CO.

Sleep in year round comfort, Four Seasons, 10 year warranty. Cutout. Appl. author: Charles H. Johnson, Jr. © Yo Ma Co a.a.d.o. Youngstown Mattress Co.; 8Jul66; KK196434.

## YUASA BATTER (AMERICA) INC. ©

Inside information; the big Y is the big buy. (In Pacific oil and automotive news, July 1966, p.8-9) © 15Jul66; KK196275.

# Z

## ZALE CORP. ©

When you get your first Zale diamond, it's like that sunny Saturday afternoon. (In Life, Sept. 16, 1966, p.R-12) © 12Sep66; KK196397.

When you go down to choose your Zale diamond. (In The Saturday evening post, Nov. 19, 1966, p.18) © 8Nov66; KK197492.

When you own a Zale diamond, it's like the night of the first snowfall. (In Life, Nov. 4, 1966, p.R12) © 1Nov66; KK197280.

## ZEHRT, JACK.

Big Bend National Park, Texas. See BROWN & BIGELOW.

Glacier National Park, Montana. See BROWN & BIGELOW.

Winter in Missouri. See BROWN & BIGELOW.

## ZERO CORP. ©

New, Zero has invented a revolutionary milking system; see how the Zero Concord will fit your present installation. Folder. Appl. author: Lloyd P. Duncan. © 7Jan66; KK195385.





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A list of works of art, scientific and technical drawings, photographs, and prints and pictorial works for which renewal registrations were made during the period covered by this issue. Arrangement is alphabetical under the name of the claimant of renewal copyright. Information relating to both the original and the renewal registration is included in each entry. References from the names of joint claimants and authors and from variant forms of names are interfiled.

APS PAPER CORP. OSBORN MIDWEST PAPER CO.

The double Q, composition books.  
© 1Jan39; Label 53149. APS Paper Corp.-Osborn Midwest Paper Co. (P); 27Oct66; R397058.

ALFCO ROKEBY CO., INC.

Liqua-Vita, liquid life for all plants.  
© 1Aug39; Label 53805. Alfco Rokeby Co., Inc. (P); 2Dec66; R399521.

AMERICAN TURPENTINE FARMERS ASSN. COOPERATIVE.

Pure gum spirits of turpentine.  
© 28Jan39; Label 53528. American Turpentine Farmers Assn. Cooperative (P); 27Jul66; R390957.

B. V. D. CO., INC.

Now, more than ever, America's most distinguished tie. © 15Nov39; KK2930. B. V. D. Co., Inc. (P); 30Nov66; R398768.

BANNER WHOLESALE GROCERS.

Sincerity. © 1Mar39; Label 53126. Banner Wholesaler Grocers (P); 30Oct66; R394823.

BARNETT'S.

Windsor Hall; quality furniture.  
© 31Mar39; Label 53306. Barnett's (P); 11Aug66; R391779.

BAYUK CIGARS, INC.

Little Phillies. © 20Oct38; Label 52202. Bayuk Cigars, Inc. (P); 13Jul66; R389662.

BRESSLER BROS., INC.

Donna Gay. © 58Sep39; Label 53682. Bressler Bros., Inc. (P); 21Oct66; R395833.

CALIFORNIA FRUIT EXCHANGE.

Magic Lake. © 1Aug38; KK6959. California Fruit Exchange (FWH); 18Jul66; R389993.

Mountain Gems. © 1Aug38; KK6985. California Fruit Exchange (FWH); 18Jul66; R389992.

COLLINS, ASHTON B.

Empty sockets breed eyestrain. (In Honolulu star bulletin) © 10Aug39; R42602. Ashton B. Collins (A); 11Aug66; R391197.

Industrial sales, 1939 model.

© 18Mar39; J28086. Ashton B. Collins (A); 11Aug66; R391198.

DE LA SALLE INSTITUTE, RHEEM VALLEY, CALIF.

The Christian Brothers wine.  
© 23Jun39; Label 53690. De La Salle Institute (P); 19Sep66; R393802.

FINCH (JOSEPH S.) & CO.

Finch's green label. © 12May39; Label 53771. Joseph S. Finch & Co. (P); 19Aug66; R392598.

FINNAREN & HALEY, INC.

Eggsheen wall finish, light reflecting.  
© 27Sep38; Label 52080. Finnaren & Haley, Inc. (P); 27Sep66; R395217.

GUARANTEE EXTERMINATING CO.

Americas' pied piper. © 3Jan39; Label 53949. Guarantee Exterminating Co. (P); 20Dec66; R400437.

KRUEGER (G.) BREWING CO.

Ambassador beer. © 23Jan39; Label 53593. G. Krueger Brewing Co. (P); 6Oct66; R395259.

KRUEGER BEVERAGE CO.

Club soda. © 18Aug38; Print 52176. Krueger Beverage Co. (P); 20Jul66; R390450.

Pale dry, Ginger Ale. © 18Aug38; Print 52177. Krueger Beverage Co. (P); 20Jul66; R390449.

LIPTON (THOMAS J.) INC.

Black & green mixed tea; 4 ozs. Green & black. © 1Jan39; KK9363. Thomas J. Lipton, Inc. (FWH); 19Oct66; R395213.

Choicest blend Formosa oolong tea; 4 ozs. Orange & black. © 1Jan39; KK9364. Thomas J. Lipton, Inc. (FWH); 19Oct66; R395214.

Choicest blend mixed black & green tea; 4 ozs. Olive & black. © 1Dec38; KK9366. Thomas J. Lipton, Inc. (FWH); 19Oct66; R395215.

Mixed black & green tea; 1 1/4 ozs. White & blue. © 1Jan39; KK9370. Thomas J. Lipton, Inc. (FWH); 19Oct66; R395216.

Pure uncolored green tea; 8 ozs. Green & black. © 1Jan39; KK9341. Thomas J. Lipton, Inc. (FWH); 19Oct66; R395206.

Pure uncolored green tea; 1/4 lb. Green & black. © 1Jan39; KK9348. Thomas J. Lipton, Inc. (FWH); 19Oct66; R395210.

Tea bags, orange pekoe & pekoe; 50 bags. Yellow & red. © 1Jul39; KK9357. Thomas J. Lipton, Inc. (FWH); 19Oct66; R395211.

Tea bags, orange pekoe & pekoe; 100 bags. Yellow & red. © 1Jul39; KK9352. Thomas J. Lipton, Inc. (FWH); 19Oct66; R395212.

Tea, black, orange pekoe & pekoe; 8 ozs. Yellow & red. © 1Jan39; KK9351. Thomas J. Lipton, Inc. (FWH); 19Oct66; R395208.

Tea, black, orange pekoe & pekoe; 4 ozs. Yellow & red. © 1Jan39; KK9349. Thomas J. Lipton, Inc. (FWH); 19Oct66; R395209.

Tea, choicest blend black, orange pekoe; 4 ozs. Orange & red. © 1Mar39; KK9347. Thomas J. Lipton, Inc. (FWH); 19Oct66; R395207.

Tea, choicest blend orange pekoe & pekoe; 1/4 pound. Yellow & red. © 1Mar39; KK9334. Thomas J. Lipton, Inc. (FWH); 19Oct66; R395205.

M. J. B. CO.

Coffee. © 15Sep39; Print 17675. M. J. B. Co. (P); 27Oct66; R397061.

NANNETTE MANUFACTURING CO., INC.

Nannette toddler frocks. © 50Oct38; Label 52100. Nannette Manufacturing Co., Inc. (P); 19Aug66; R391546.

PELLEGRINI BROS. WINERY.

Casa Pellegrini, California sherry. © 1Sep39; Label 53965. Pellegrini Bros. Winery (P); 2Sep66; R393108.

Pellegrini California Riesling wine. © 21Jun39; Label 53294. Pellegrini Bros. Winery (P); 31Aug66; R392792.

ROBINSON, MABEL ARKORD.

Mar Bell. © 1Jul39; Label 53522. Mabel Arkord Robinson (P); 16Sep66; R393092.

SMEAD MANUFACTURING CO.

Yale Filing Supply Co. © 23Sep39; Label 53977. Smead Manufacturing Co. (P); 20Dec66; R400698.

SUNKIST GROWERS, INC.

Oil of lemon. © 20Jun39; Label 53737. Sunkist Growers, Inc. (P); 22Aug66; R392643.

Pure orange juice. © 27Oct38; Label 52824. Sunkist Growers, Inc. (P); 22Aug66; R392642.

UNITED FRUIT CO.

Smithdale chocolate flavored syrup. © 21Dec38; Label 52446. United Fruit Co. (P); 8Aug66; R390959.

WEISERT (JOHN) TOBACCO CO.

Old-Home-Town cigar cuttings. © 18Aug39; Label 53801. John Weisert Tobacco Co. (P); 21Nov66; R398558.



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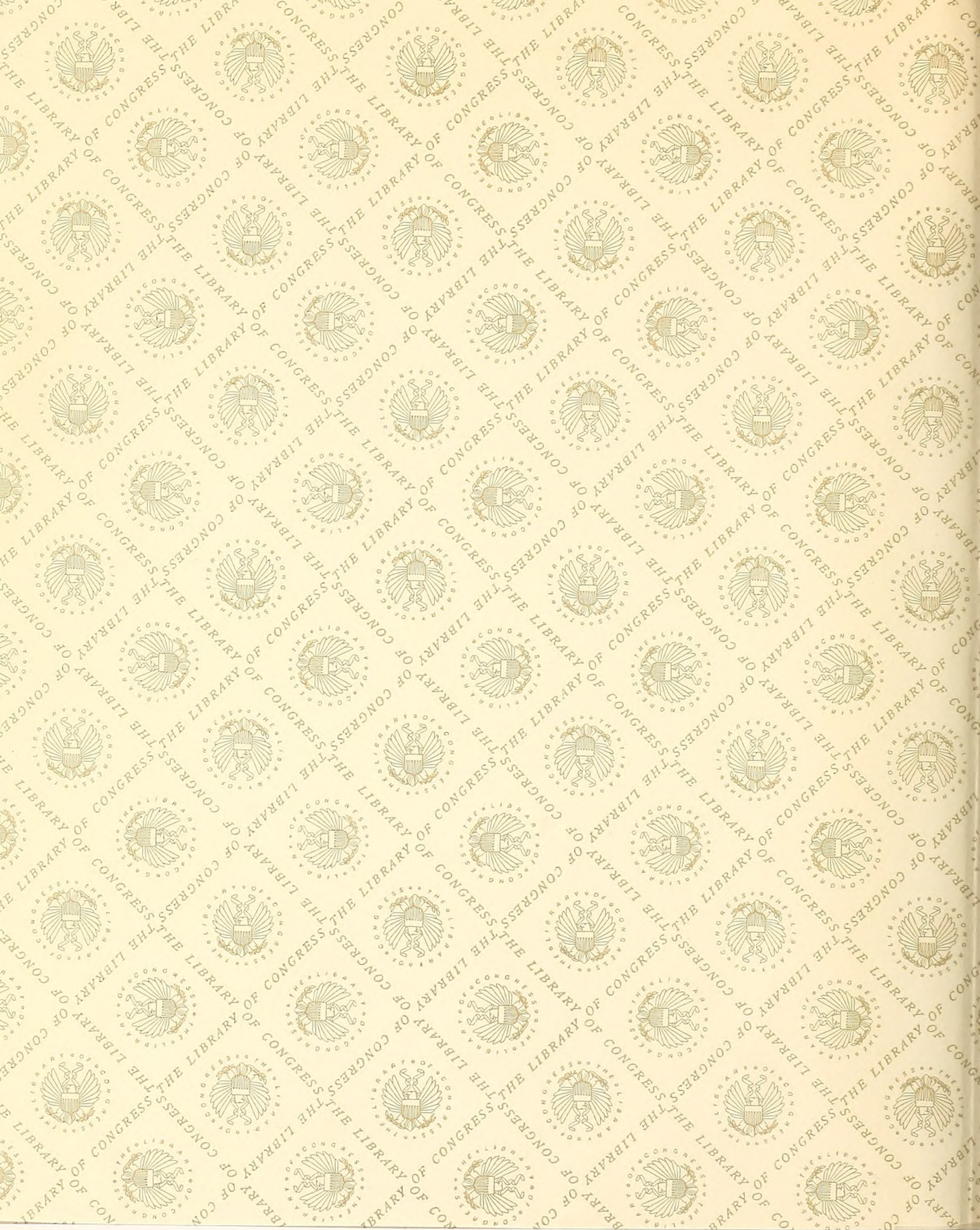






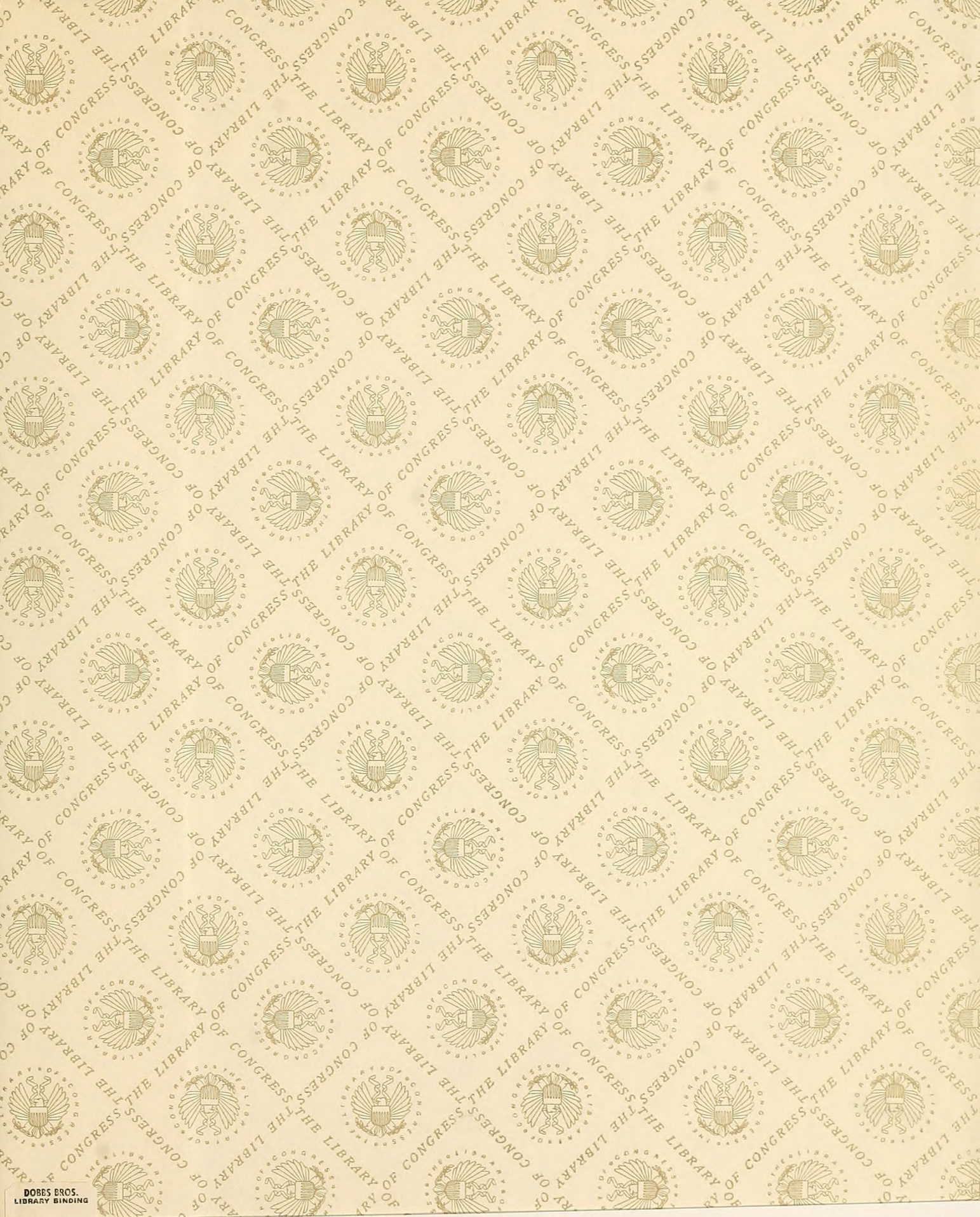
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